



Birmingham Shopping District Agenda
Thursday, July 6, 2023, 8:30 a.m.

The Community House
380 South Bates Street, Birmingham, MI 48009

For your convenience, you may join via the following Zoom link:
<https://bhamgov-org.zoom.us/j/82955112653>
as long as technology is available at the meeting location.

The City recommends members of the public wear a mask if they have been exposed to COVID-19 or have a respiratory illness. City staff, City Commission and all board and committee members must wear a mask if they have been exposed to COVID-19 or actively have a respiratory illness. The City continues to provide KN-95 respirators and triple layered masks for attendees.

Call to order and Roll Call of Board

1. Recognition of Visitors
2. Receive and File Finance Reports (pg. 15-19)
3. Consent Agenda
 - a. Approval of BSD Board Minutes – June 1, 2023 (pg. 10-14)
 - b. Approval of Vouchers – June 2023 (pg. 20-21)
 - c. Absence Waivers – June 2023 (pg. 22)
4. New Business - Discussion
 - a. Public Valet at Daxton
 - b. Health/Fitness Club B4 Zoning Amendment
5. Old Business - Updates
 - a. Status of Parking Advisory Committee Recommendations (pg. 23)
6. Reports
 - a. Executive Director Report (pg. 5-6)
 - b. Committee Reports (pg. 7-9)
 - i. Special Events – Astrein (pg. 24)
 - ii. Marketing & Advertising – Kay (pg. 26)
 - iii. Maintenance and Capital Improvements – Lipari (pg. 28-29)
 - iv. Business Development – McKenzie (pg. 30-33)
 - v. Executive Board – Pohlod (pg. 34-35)
 - c. Parking Report – Astrein (pg. 36-37)
 - d. Wayfinding - Fehan
7. Information: Announcements, Attendance, & Monthly Meeting Schedule (pg. 38-39)
8. Board Member Comments
9. Public Comments
10. Adjournment

Birmingham Shopping District Mission Statement

We strive to provide leadership in marketing, advertising and promotion of the Birmingham Shopping District.

We actively work to promote a district that is exciting, clean, safe and pedestrian-friendly and ensure that the district continues to serve as a center for business, service, social and community activities.

Notice: Persons with disabilities that may require assistance for effective participation in this public meeting should contact the City Clerk's Office at the number (248) 530-1880, or (248) 644-5115 (for the hearing impaired) at least one day before the meeting to request help in mobility, visual, hearing, or other assistance. *Las personas con incapacidad que requieren algún tipo de ayuda para la participación en esta sesión pública deben ponerse en contacto con la oficina del escribano de la ciudad en el número (248) 530-1800 o al (248) 644-5115 (para las personas con incapacidad auditiva) por lo menos un día antes de la reunión para solicitar ayuda a la movilidad, visual, auditiva, o de otras asistencias.* (Title VI of the Civil Rights Act of 1964).



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BOARD AGENDA OVERVIEW for July 6, 2023

TO: BSD Board of Directors
FROM: BSD Executive Director Cristina Sheppard-Decius, CMSM

Finance Reports

File and receive the financial reports for the period ending May 31, 2023. Financial reports are attached.

Consent Agenda Items

Motion: To approve the consent agenda for July 6, 2023, as presented.

Minutes

Minutes from the June 1, 2023, BSD Board of Directors meeting are attached for your review and approval.

Approval of Payable Vouchers

Attached are the payable vouchers for your review and approval for July 2023. Please keep in mind that there are payables for the fiscal year end, as well as payables for the new fiscal year in this month's list. The majority of payables are either event or marketing related, as well as floral planters. Anticipate one more month of vouchers for the fiscal year end in August.

Absence Waivers

Michael McKenzie has formally requested that his absence at the June 1, 2023, BSD Board meeting be excused due to an unplanned work trip.

New Business

Public Valet at The Daxton

The Daxton Hotel provides a public valet for the community as part of an agreement from 2019 with the City that began when the BSD was also offering public valet services. As part of this agreement, the price for public valet service by The Daxton Hotel was to remain consistent with the price charged by other private valet contractors hired by the City to operate City sponsored



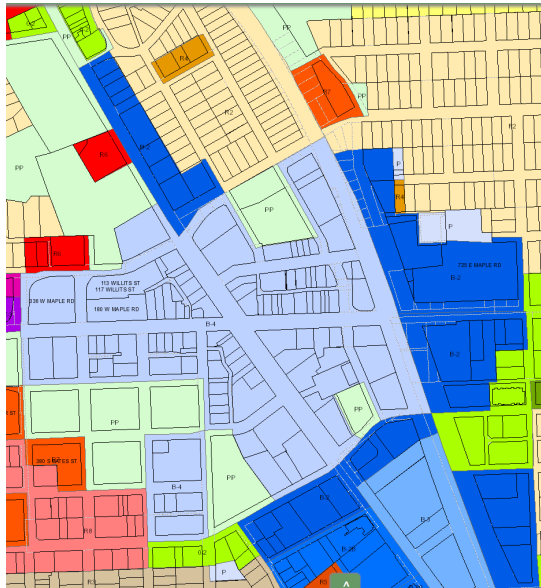
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valet stands. The City waives \$22,464 each year for The Daxton Hotel to use the spaces and provide public valet. There was also an option that if the City wanted to offer free valet during holidays or other times, that the City would pay The Daxton Hotel for either a flat fee per week of \$1,000 or \$150 per day.

The owner of The Daxton Hotel recently approached the City regarding increasing the valet price from \$5 to \$10. Neighboring private valets are charging \$10 and \$15. The Daxton Hotel has valeted almost 6,000 public cars in the first five months of the year, which is almost 50% of their total number of cars valeted. Being that there are no longer other public valet services provided by the City, there is no restriction for them in changing the price. We wanted to bring this to the Board's attention in case there are any other questions or considerations to explore prior to amending their agreement. There is no action that the Board needs to take on this since this is an agreement between the City and The Daxton Hotel, but the Executive Committee felt that this would be important for the Board to be aware and provide any further comments.

Health and Fitness Club B4 Zoning Amendment

The City Planning Commission is evaluating whether or not to amend the B4 zoning ordinance language to allow for smaller scale health and fitness clubs. The B4 zone is the core of the downtown area in light blue shown below:





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There are a couple of non-conforming uses in the B4 currently, and the Planning Department has cited that there have been inquiries for space in the B4 area for health and fitness clubs, such as yoga studios.

The Business Development Committee met this past week and Brooks Cowan from the City's Planning Department attended the meeting to inquire about the BSD's feedback on this topic. Cowan will be attending the BSD Board meeting in July to take in additional feedback, and bring it back to the Planning Commission the following week.

The Business Development Committee overall recommends that the health and fitness clubs not be allowed on main floors in the B4 area, but to allow them on second floors and basements/sub-levels. This would open up opportunities for property owners to fill second floor vacant spaces. The committee felt that there is such a high occupancy rate of main floors in the B4 area, that property owners are not in need of expanding use groups for main floors in this area. It was also important to the committee that the BSD focus on specific uses for recruitment identified in the business mix analysis, including apparel, books/media/toys, specialty gifts and fast casual dining. Providing this data and business mix recommendations to the Planning Commission is important.

The Executive Committee felt that further discussion was necessary at the Board level, as well as potentially supporting the Business Development Committee's recommendations.

Old Business

Status of Parking Advisory Committee Recommendations

The Board's recommendation from the June 1, 2023, Board meeting regarding the parking fines has been forwarded to the Police Chief to prepare the item for City Commission. Police Chief Grewe is planning to put the item on the City Commission's agenda for July 24, 2023. The memo attached in the packet is a summary of the BSD's recommendation for your records.



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Executive Director Report

Staffing Updates

Erika Bassett officially starts July 1, 2023, as the new PR & Marketing Specialist at 30 hours per week for the BSD. In this role, she will be responsible for developing, managing and implementing the BSD's overall communications, marketing and advertising campaigns and programs. This position will also assist the Executive Director with business recruitment and retention efforts, and serve as Deputy Director when assigned by the Executive Director (typically when out of office for extended periods or as needed). I am excited to retain Bassett in this important position because she brings great institutional knowledge and an energy to grow the BSD. The additional hours were authorized by the Board for this budget year, and will go a long way in helping to achieve the BSD goals and objectives. Bassett will attend the Board meetings quarterly and provide a more in-depth report on PR and marketing efforts. The first report will be in October as a recap of the summer season.

Performance reviews are underway for all staff.

I am also bringing on an intern, Gulia Pincetti, later this summer to support marketing initiatives and explore the foundations of a youth focus or advisory group. Pincetti is a student at the International Academy and shows great enthusiasm in downtown management and marketing.

Board Meeting Locations

The Community House is confirmed for July - December 2023 for the BSD Board meetings. StartUp Nation (above Walgreens) is confirmed for the first quarter of 2024, and then a quarterly rotation of locations will be set for the remainder of 2024.

Event Planning Meeting

The Special Events and Marketing/Advertising Committees will be holding a special meeting of the two committees on July 21, 2023, at 8:30 a.m. The goal of the meeting is to discuss and determine events for 2024, including the potential of any new events.

Retail Recruitment & Property Inventory

Community visits are now underway, laying the groundwork for new businesses to recruit based on the business mix analysis. Staff is also working on updating the property owner data and square footage for each parcel and its tenants to provide a more accurate account of occupancy based on square footage as opposed to number of units as has been conducted in the past. Current occupancy for retail based upon the number of units is 99%, this will adjust slightly as we shift to square footage calculations.



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Upcoming Events

- July 14 - Movie Night at Booth Park
- July 29 - Day on the Town
- August 6 - Corn Festival at the Farmers Market
- August 11 - Movie Night at Booth Park
- August 19 - Birmingham Cruise Event

Grants in Pipeline

- The grant for the Main Street Oakland County Strategic Organizational programs of up to \$1,000 has been submitted for the BSD to consolidate its CRM tools into one that supports the website, property data collection and constant contact. Further exploration on CRMs is underway, with a goal of selecting one this Fall.
- An application for the MEDC RAP 2.0 grant for placemaking projects has been submitted for the Pierce Alley (Via) Revitalization Project. This is a highly competitive grant, but has the potential to award up to \$740,000 towards the project. Announcements will be made in September. This was a collaborative effort in submitting this grant between Planning, Engineering and BSD. Special thanks to Nick Dupuis who led this effort.

City Updates

Birmingham City Commission approved a new set of historic district design guidelines at their meeting on Monday, June 26, finalizing a lengthy process to establish a new document based on over 50 years of historic preservation efforts. A comprehensive plan to examine and determine the Birmingham Parks and Recreation Master Plan process for 2024-2028 is beginning.



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Committee Updates

Special Events

Rose Soiree had 16 restaurants participate. Only 31 entries were received for the shopping spree. Part of the issue witnessed is that many of the restaurants did not put out the table tent which had the QR code for entry, nor really marketed it with customers. Discussion was held in both the Special Events and Marketing Committee as to ideas to improve this for next year. Art Walk is in the planning stages (see minutes). Day on the Town has 41 registered thus far; 22 volunteers have signed up for the Cruise event; and 21 car clubs and individual registrations have been received for the Cruise. Late night shopping days are being considered for the holiday season with activities to help support the atmosphere.

Marketing & Advertising

The Father's Day social media campaign produced good results, and the Committee recommends producing campaigns similar to this to grow engagement and followers, and build collaborations with businesses. A social media strategy for the year is in the works, identifying goals and messaging. Solicitation of quotes for extending the BSD brand and graphics to seasonal campaigns and signature events is underway. New street pole banners will be ordered this month with the goal of being installed prior to Day on the Town. The committee is assisting with determining what businesses are open on Sundays in order to promote shopping on Sunday in conjunction with the Farmers Market - special thanks to Carlie Quezada for jumping on this project! Also exploring other communication options with businesses such as a text messaging system and other CRM systems in order to increase response rate and engagement.

Maintenance & Capital Improvements

An application for the MSOC Design Assistance program has been submitted for creating concepts and budgets for implementing the VIA alley plans in the Willits and Hamilton alleys as well.

The committee rescheduled its walking tour of the Triangle District to Friday, June 30, to explore potential improvements needed in that area. Initial impressions include holiday lighting of trees where electrical is available, adding street pole banners along Elm and East Maple, as well Woodward Avenue, wayfinding signage, working with property owners to enhance street



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presence, neighborhood markers and bump out improvements. Overall, this area has a significant amount of development underway and potential more, therefore, these concepts should be further flushed out after the development is near completion and budgeted and prepared for in future budgets.

The committee will not hold its regularly scheduled meeting for July 11 due to meeting conflicts.

Business Development

The committee plans to refresh the business mix analysis every six months to keep data updated. The community survey will be sent out in early July inquiring residents and employees about what business categories, specific brands or amenities would attract them to visit more often. The committee is working on a targeted recruitment list, as well as visiting other regional locations to explore potential candidates. The broker and property owner round table will be planned for the fall after collecting some additional data and information. Committee is still exploring creating quarterly seminars for existing retailers to help strengthen and retain businesses. Further inquiry of businesses on what types of topics and format will be conducted this coming month at the Merchant Meeting; with a launch date in the fall.

This past week, the committee discussed the health and fitness club zoning as discussed above, as well as the funding of the business feature videos. The committee requested further budget projections of marketing initiatives for business development for the year in order to determine its recommendation for the Board.

Executive Committee

Previously, the Executive Committee agreed that the following Advisory/Focus Groups will be established:

- Restaurant
- North Old Woodward
- Tourism
- Downtown Neighborhood Resident

Upon further discussion, the Executive Committee recommends officially appointing members to a Tourism Advisory Committee at an upcoming meeting (August potentially). The Restaurant,



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North Old Woodward and Downtown Neighborhood sectors start as focus group meetings, and to gauge how they should progress.

The committee also reviewed and discussed the Board roster for expiring terms and potential reappointments or recruitment necessary to fill Board roles.

City of Birmingham
Birmingham Shopping District Meeting Minutes
Thursday, June 1, 2023 - 8:30 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, June 1, 2023, at 8:33 a.m. at The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, Hussey, Kay, Markus, Pohlod, Quintal, Roberts, Surnow, Director Emeritus Fehan

ABSENT: Eid, Lipari, McKenzie

ADMINISTRATION: Brook, Sheppard-Decius, Gerber, Grewe, Wald

GUESTS: Hockman

2. RECOGNITION OF VISITORS

3. APPROVAL OF CONSENT AGENDA

MOTION: Motion by Markus, seconded by Surnow, to approve the consent agenda for June 1, 2023, as presented.

VOTE: Yeas: Astrein, Hussey, Kay, Markus, Pohlod, Quintal, Surnow

Nays: none

Absent: Eid, Lipari, McKenzie, Roberts

Motion passed.

4. PRESENTATIONS

a. Business Anniversaries

i. Astrein's 50-Year Anniversary

Pohlod recognized Astrein's Creative Jewelry for their business being in Birmingham for 50 years. She shared that they have been an integral part of the downtown and thanked Richard Astrein for his contributions to the City, as well as for being a founding member of the BSD board. Fehan added that Astrein's has been about more than just jewelry. They have been an outstanding model for citizenship and great philanthropists through the years.

Hockman echoed Fehan's remarks about Astrein's contributions to the community.

5. NEW BUSINESS

a. Annual Advertising Plan with Beasley Media and iHeart

Sheppard-Decius explained that the marketing plan includes more digital media, and in an effort to streamline the management of the digital media, staff recommends working with Beasley Media and iHeart as media partners. These items are over \$25,000 each. Therefore, they require board approval.

Pohlod added that the total is similar to last year's spending and is within the budgeted amount.

MOTION: Motion by Kay, seconded by Quintal, to approve entering into a contract with Beasley Media for \$44,000 and iHeart for \$29,500 for advertising and marketing services for FYE2024 from the Marketing & Advertising account 235.0-720.000-881.

VOTE: Yeas: Astrein, Hussey, Kay, Markus, Pohlod, Quintal, Roberts, Surnow

Nays: none

Absent: Eid, Lipari, McKenzie

Motion passed.

b. Intra-Fund Transfer from Marketing to Website

Sheppard-Decius shared there is an increase in the cost for monthly website maintenance. The website has also been updated with the new logo and other improvements made.

MOTION: Motion by Astrein, seconded by Hussey, to authorize the intra-fund transfer of \$6,000 from Marketing & Advertising account line item 235.0-720.000-881 to the Website Maintenance account line item 235.0-720.000-829.

VOTE: Yeas: Astrein, Hussey, Kay, Markus, Pohlod, Quintal, Roberts, Surnow

Nays: none

Absent: Eid, Lipari, McKenzie

Motion passed.

c. Appointment of Carlie Quezada to Marketing & Advertising Committee

Pohlod shared that Quezada recently joined the Business Development Committee and would like to be more involved. She has therefore applied to be on the Marketing & Advertising Committee.

MOTION: Motion by Surnow, seconded by Quintal, to appoint Carlie Quezada of Supernatural Lingerie to the Marketing & Advertising Committee.

VOTE: Yeas: Astrein, Hussey, Kay, Markus, Pohlod, Quintal, Roberts, Surnow

Nays: none

Absent: Eid, Lipari, McKenzie

Motion passed.

6. OLD BUSINESS

a. Discussion of Advisory Parking Committee Presentation

Sheppard-Decius reported the Advisory Parking Committee (APC) is recommending an increase in parking fines for violations, as well as a large increase in fines for repeat offenders after five parking tickets. The APC feel that this targeted approach will have less impact on visitors. Chief Grewe shared that there have not been fine increases in a long time. There was a plan for increases in 2020, but due to COVID, they were never implemented. Captain Wald explained that the idea is to target habitual offenders.

Board members discussed different options. Markus shared that the structures are not full and the free two hours are to encourage visitors staying longer to use the structures and to leave street parking for those who are planning short stays. Kay expressed his concern with an increase in the initial fine. He

feels that this would be a deterrent for many shoppers. Surnow commented that there are many different perspectives on this issue and that it is difficult to know how changes would affect all stakeholders.

The recommendation to the APC from the Police Department was to increase initial fines from \$10 currently to \$25 or \$30 and after seven violations have the fine increase to \$50 or \$60. The APC's recommendation to City Commission is to have the initial fine increase to \$20 and the habitual offender fine increase to \$100 after five violations.

MOTION: Motion by Astrein, seconded by Hussey, to recommend to City Commission and increase in initial parking meter violations from \$10 currently to \$20 for the first seven violations annually and then increase to \$50 per violation after seven, and that this be reviewed after six months.

VOTE: Yeas: Astrein, Hussey, Markus, Pohlod, Quintal, Roberts

Nays: Kay

Abstain: Surnow – not enough information from different perspectives to make a fully informed decision

Absent: Eid, Lipari, McKenzie

Motion passed.

7. REPORTS

FINANCE REPORT – GERBER

Gerber reported that currently, approximately 93% of the special assessment has been collected. This is in-line with previous years. The county bought the outstanding \$7,600 uncollected from last year and the funds should be received soon.

The year-to-date cash flow shows approximately \$390,000 to the plus side. Some of this is from greater special event revenue and some due to less being paid during staff vacancies, as well as less in program disbursement. Gerber expects the BSD to end the fiscal year with approximately \$1.2 million. This is normal due to the timing of the special assessment billing.

a. EXECUTIVE DIRECTOR REPORT - SHEPPARD-DECIUS

Sheppard-Decius reported that hanging baskets and planters have been installed and that power washing will be scheduled soon. Pohlod asked that an email be sent to alert merchants of the upcoming power washing.

Sheppard-Decius shared that three Farmers Market Assistants have been hired. Two are used each Sunday at the Market. Three were hired for scheduling purposes. An internal posting for the reworked Marketing and Public Relations Specialist for the BSD has been given to Bassett for review.

Unfortunately, the application submitted by the BSD and the City's Public Arts Board for a grant for Art Walk from the MML Foundation was not selected as a recipient.

b. COMMITTEE REPORTS:

SPECIAL EVENTS – ASTREIN

Astrein shared that the Rosé Soirée is moving along. Currently 15 restaurants are registered to participate.

MARKETING & ADVERTISING - KAY

Kay shared the spring fashion video and reported that the committee is looking at starting from scratch for next year's video as some of the footage in the current video has now been used for a few years.

Sheppard-Decius added that the Rosé Soirée digital ads have already started and are receiving a good response with over 225,000 views.

MAINTENANCE/CAPITAL IMPROVEMENTS – POHLOD

Pohlod reported that the committee had a discussion with City Parking Manager Aaron Ford regarding curbside management. They are working on ideas. They are also beginning conversation about alley improvements. The next meeting will be walking around the Triangle District.

BUSINESS DEVELOPMENT - SURNOW

Surnow shared that the committee worked on the survey. The business mix analysis is in good shape. They may adjust some of the categories for the next update. The committee also discussed which types of trainings might be valuable for current merchants to help with retention.

Quintal added that he would like to have a round table for brokers.

EXECUTIVE COMMITTEE REPORT - POHLOD

No report given.

c. PARKING REPORT

Astrein shared that the meeting will be held next week.

d. WAYFINDING REPORT

Fehan reported that things are on track for a December recommendation to City Commission.

8. UNFINISHED BUSINESS

None

9. INFORMATION

a. Retail Activity – provided in packet

b. Announcements – no new announcements

c. Letters, Board Attendance & Monthly Meeting Schedule – provided in packet

10. PUBLIC COMMENTS

Pohlod recognized that this would be Markus' final board meeting and thanked him for his service. Fehan added that the BSD has been fortunate to have had his wisdom and leadership and that it will be missed.

11. ADJOURNMENT – 9:45 A.M.

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

Michael McKenzie, BSD Board Vice-Chair

Date

DRAFT

Fund 235.0 PRINCIPAL SHOPPING DISTRICT

| GL Number | Description | Balance |
|---|------------------------------------|---------------------|
| *** Assets *** | | |
| 235.0-000.000-005.0000 | CASH AND INVESTMENTS | 1,451,334.30 |
| 235.0-000.000-036.0000 | MISCELLANEOUS | 14,082.72 |
| 235.0-000.000-036.9999 | ALLOWANCE FOR BAD DEBT - MISCELLAN | (1,613.72) |
| 235.0-000.000-045.0900 | A/R PSD 2022-2023 SAD | 84,364.90 |
| 235.0-000.000-047.0887 | PSD 2021-2022 DELQ SAD | 7,607.93 |
| Total Assets | | 1,555,776.13 |
| *** Liabilities *** | | |
| 235.0-000.000-202.0000 | ACCOUNTS PAYABLE | 28,597.52 |
| 235.0-000.000-255.0001 | GIFT CERTIFICATES | 600.00 |
| 235.0-000.000-362.0300 | DEFERRED INFLOWS - MISCELLANEOUS I | 12,469.00 |
| 235.0-000.000-362.0700 | DEFERRED INFLOWS - SPECIAL ASSESSM | 84,364.90 |
| 235.0-000.000-362.0800 | DEFERRED INFLOWS - DELQ SPECIAL AS | 7,607.93 |
| Total Liabilities | | 133,639.35 |
| *** Fund Balance *** | | |
| 235.0-000.000-390.0000 | RETAINED EARNINGS | 1,007,060.73 |
| Total Fund Balance | | 1,007,060.73 |
| Beginning Fund Balance | | 1,007,060.73 |
| Net of Revenues VS Expenditures | | 415,076.05 |
| Ending Fund Balance | | 1,422,136.78 |
| Total Liabilities And Fund Balance | | 1,555,776.13 |

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 05/31/2023

| GL NUMBER | DESCRIPTION | 2021-22 AMENDED BUDGET | END BALANCE 06/30/2022 | 2022-23 AMENDED BUDGET | ACTIVITY FOR MONTH 05/31/23 | YTD BALANCE 05/31/2023 | % BDGT USED |
|--|---------------------------------|---------------------------|---------------------------|---------------------------|-----------------------------------|---------------------------|----------------|
| Fund 235.0 - PRINCIPAL SHOPPING DISTRICT | | | | | | | |
| Revenues | | | | | | | |
| Dept 000.000 | | | | | | | |
| USE OF FUND BALANCE | | | | | | | |
| 235.0-000.000-400.0000 | APPROP FUND BAL/RET EARN | 74,560.00 | 0.00 | 173,135.00 | 0.00 | 0.00 | 0.00 |
| USE OF FUND BALANCE | | 74,560.00 | 0.00 | 173,135.00 | 0.00 | 0.00 | 0.00 |
| SPECIAL ASSESSMENTS | | | | | | | |
| 235.0-000.000-451.0235 | FUTURE SPECIAL ASSESSMENTS - PS | 1,030,930.00 | 0.00 | 1,091,580.00 | 0.00 | 0.00 | 0.00 |
| 235.0-000.000-452.0885 | PSD 2019-2020 | 24,040.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 235.0-000.000-452.0886 | PSD 2020-2021 | 0.00 | 3,206.89 | 0.00 | 0.00 | 0.00 | 0.00 |
| 235.0-000.000-452.0887 | PSD 2021-2022 | 0.00 | 1,057,027.09 | 9,790.00 | 0.00 | 9,342.39 | 95.43 |
| 235.0-000.000-452.0900 | PSD 2022-2023 | 0.00 | 0.00 | 0.00 | 0.00 | 1,098,638.75 | 100.00 |
| 235.0-000.000-452.0901 | PSD 2023-2024 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 235.0-000.000-452.0902 | PSD 2024-2025 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 235.0-000.000-452.0903 | PSD 2025-2026 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 235.0-000.000-474.0000 | SPECIAL ASSESSMENT INTEREST | 0.00 | 614.90 | 0.00 | 0.00 | 235.05 | 100.00 |
| SPECIAL ASSESSMENTS | | 1,054,970.00 | 1,060,848.88 | 1,101,370.00 | 0.00 | 1,108,216.19 | 100.62 |
| FEDERAL GRANTS | | | | | | | |
| 235.0-000.000-528.0000 | OTHER FEDERAL GRANTS | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| FEDERAL GRANTS | | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| CHARGES FOR SERVICES | | | | | | | |
| 235.0-000.000-640.5141 | CHARGES TO AUTO PARKING SYSTEM | 25,000.00 | 5,940.00 | 25,000.00 | 0.00 | 0.00 | 0.00 |
| CHARGES FOR SERVICES | | 25,000.00 | 5,940.00 | 25,000.00 | 0.00 | 0.00 | 0.00 |
| INTEREST AND RENT | | | | | | | |
| 235.0-000.000-665.0001 | INVESTMENT INCOME | (19,300.00) | (22,197.99) | 5,310.00 | 3,470.64 | 17,499.94 | 329.57 |
| INTEREST AND RENT | | (19,300.00) | (22,197.99) | 5,310.00 | 3,470.64 | 17,499.94 | 329.57 |
| OTHER REVENUE | | | | | | | |
| 235.0-000.000-674.0009 | PROCEEDS FROM FUNDRAISING | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 235.0-000.000-676.0001 | CONTR FROM PRIVATE SOURCE | 100,000.00 | 205,917.00 | 160,000.00 | 10,000.00 | 222,462.00 | 139.04 |
| 235.0-000.000-677.0001 | SUNDRY & MISCELLANEOUS | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| OTHER REVENUE | | 100,000.00 | 205,917.00 | 160,000.00 | 10,000.00 | 222,462.00 | 139.04 |
| Total Dept 000.000 | | 1,235,230.00 | 1,250,507.89 | 1,464,815.00 | 13,470.64 | 1,348,178.13 | 92.04 |
| TOTAL REVENUES | | 1,235,230.00 | 1,250,507.89 | 1,464,815.00 | 13,470.64 | 1,348,178.13 | 92.04 |
| Expenditures | | | | | | | |
| Dept 175.000 - PUBLIC RELATIONS | | | | | | | |
| PERSONNEL SERVICES | | | | | | | |
| 235.0-175.000-702.0001 | SALARIES & WAGES DIRECT | 21,490.00 | 21,504.74 | 22,460.00 | 1,828.22 | 19,370.09 | 86.24 |
| 235.0-175.000-702.0002 | OVERTIME PAY | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 235.0-175.000-702.0003 | LONGEVITY | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 235.0-175.000-711.0000 | LABOR BURDEN | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 235.0-175.000-711.0001 | FICA | 1,650.00 | 1,354.83 | 1,720.00 | 136.93 | 1,330.01 | 77.33 |
| 235.0-175.000-711.0002 | HOSPITALIZATION | 4,710.00 | 0.00 | 4,950.00 | 0.00 | 0.00 | 0.00 |
| 235.0-175.000-711.0003 | LIFE INSURANCE | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 05/31/2023

| GL NUMBER | DESCRIPTION | 2021-22 AMENDED BUDGET | END BALANCE 06/30/2022 | 2022-23 AMENDED BUDGET | ACTIVITY FOR MONTH 05/31/23 | YTD BALANCE 05/31/2023 | % BDGT USED |
|--|----------------------------------|---------------------------|---------------------------|---------------------------|-----------------------------------|---------------------------|----------------|
| Fund 235.0 - PRINCIPAL SHOPPING DISTRICT | | | | | | | |
| Expenditures | | | | | | | |
| 235.0-175.000-711.0005 | DENTAL/OPTICAL | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 235.0-175.000-711.0006 | ST/LT DISABILITY INSURANCE | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 235.0-175.000-711.0007 | WORKER'S COMPENSATION | 70.00 | 67.58 | 80.00 | 5.76 | 61.01 | 76.26 |
| 235.0-175.000-711.0012 | RETIREMENT DEFINED CONTRIBUTION | 2,050.00 | 0.00 | 2,140.00 | 0.00 | 0.00 | 0.00 |
| 235.0-175.000-711.0013 | RET HLTH SVGS CONTR EMPLR | 690.00 | 0.00 | 690.00 | 0.00 | 0.00 | 0.00 |
| PERSONNEL SERVICES | | 30,660.00 | 22,927.15 | 32,040.00 | 1,970.91 | 20,761.11 | 64.80 |
| Total Dept 175.000 - PUBLIC RELATIONS | | | | | | | |
| | | 30,660.00 | 22,927.15 | 32,040.00 | 1,970.91 | 20,761.11 | 64.80 |
| Dept 441.005 - DOWNTOWN MAINTENANCE | | | | | | | |
| PERSONNEL SERVICES | | | | | | | |
| 235.0-441.005-702.0001 | SALARIES & WAGES DIRECT | 57,440.00 | 56,742.71 | 59,470.00 | 3,394.86 | 46,882.22 | 78.83 |
| 235.0-441.005-702.0002 | OVERTIME PAY | 27,770.00 | 23,558.31 | 31,050.00 | 1,087.83 | 19,261.63 | 62.03 |
| 235.0-441.005-702.0003 | LONGEVITY | 340.00 | 172.36 | 290.00 | 0.00 | 172.38 | 59.44 |
| 235.0-441.005-702.0004 | HOLIDAY PAY | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 235.0-441.005-711.0000 | LABOR BURDEN | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 235.0-441.005-711.0001 | FICA | 6,810.00 | 5,992.23 | 7,180.00 | 332.15 | 4,936.83 | 68.76 |
| 235.0-441.005-711.0002 | HOSPITALIZATION | 12,510.00 | 10,157.01 | 13,190.00 | 931.51 | 9,099.29 | 68.99 |
| 235.0-441.005-711.0003 | LIFE INSURANCE | 200.00 | 280.25 | 210.00 | 16.29 | 224.43 | 106.87 |
| 235.0-441.005-711.0004 | RETIREE HEALTH CARE CONTRIBUTION | 8,840.00 | 7,475.64 | 8,900.00 | 591.95 | 6,686.25 | 75.13 |
| 235.0-441.005-711.0005 | DENTAL/OPTICAL | 660.00 | 703.06 | 690.00 | 47.10 | 626.32 | 90.77 |
| 235.0-441.005-711.0006 | ST/LT DISABILITY INSURANCE | 670.00 | 649.00 | 710.00 | 38.08 | 549.41 | 77.38 |
| 235.0-441.005-711.0007 | WORKER'S COMPENSATION | 1,640.00 | 1,377.79 | 1,720.00 | 97.02 | 1,333.61 | 77.54 |
| 235.0-441.005-711.0008 | SICK TIME PAYOUT | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 235.0-441.005-711.0009 | DEFERRED COMPENSATION | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 235.0-441.005-711.0010 | RETIREMENT (DB) ER CNTB | 9,610.00 | 9,243.00 | 7,390.00 | 590.50 | 6,495.50 | 87.90 |
| 235.0-441.005-711.0011 | HRA CONTRIBUTIONS | 100.00 | 0.00 | 100.00 | 77.50 | 77.50 | 77.50 |
| 235.0-441.005-711.0012 | RETIREMENT DEFINED CONTRIBUTION | 2,340.00 | 5,609.68 | 2,670.00 | 346.15 | 5,020.94 | 188.05 |
| 235.0-441.005-711.0013 | RET HLTH SVGS CONTR EMPLR | 1,040.00 | 1,707.26 | 1,070.00 | 95.76 | 1,395.51 | 130.42 |
| PERSONNEL SERVICES | | 129,970.00 | 123,668.30 | 134,640.00 | 7,646.70 | 102,761.82 | 76.32 |
| OTHER CHARGES | | | | | | | |
| 235.0-441.005-941.0000 | EQUIPMENT RENTAL OR LEASE | 43,000.00 | 41,993.27 | 43,000.00 | 1,564.85 | 31,571.61 | 73.42 |
| OTHER CHARGES | | 43,000.00 | 41,993.27 | 43,000.00 | 1,564.85 | 31,571.61 | 73.42 |
| Total Dept 441.005 - DOWNTOWN MAINTENANCE | | | | | | | |
| | | 172,970.00 | 165,661.57 | 177,640.00 | 9,211.55 | 134,333.43 | 75.62 |
| Dept 720.000 - PRINCIPAL SHOPPING DISTRICT | | | | | | | |
| PERSONNEL SERVICES | | | | | | | |
| 235.0-720.000-702.0001 | SALARIES & WAGES DIRECT | 209,220.00 | 217,613.63 | 245,130.00 | 23,993.94 | 184,239.83 | 75.16 |
| 235.0-720.000-702.0002 | OVERTIME PAY | 0.00 | 495.70 | 0.00 | 0.00 | 563.09 | 100.00 |
| 235.0-720.000-702.0003 | LONGEVITY | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 235.0-720.000-711.0000 | LABOR BURDEN | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 235.0-720.000-711.0001 | FICA | 18,530.00 | 16,411.56 | 18,760.00 | 1,803.35 | 13,861.69 | 73.89 |
| 235.0-720.000-711.0002 | HOSPITALIZATION | 37,340.00 | 23,873.91 | 39,210.00 | 3,266.67 | 21,548.00 | 54.96 |
| 235.0-720.000-711.0003 | LIFE INSURANCE | 950.00 | 863.54 | 950.00 | 112.83 | 447.35 | 47.09 |
| 235.0-720.000-711.0004 | RETIREE HEALTH CARE CONTRIBUTION | 6,420.00 | 6,479.74 | 6,310.00 | 529.41 | 5,881.69 | 93.21 |
| 235.0-720.000-711.0005 | DENTAL/OPTICAL | 1,700.00 | 75.68 | 1,400.00 | 207.07 | 799.03 | 57.07 |
| 235.0-720.000-711.0006 | ST/LT DISABILITY INSURANCE | 1,020.00 | 690.43 | 840.00 | 124.24 | 479.42 | 57.07 |
| 235.0-720.000-711.0007 | WORKER'S COMPENSATION | 760.00 | 987.04 | 770.00 | 58.91 | 571.21 | 74.18 |

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 05/31/2023

| GL NUMBER | DESCRIPTION | 2021-22 AMENDED BUDGET | END BALANCE 06/30/2022 | 2022-23 AMENDED BUDGET | ACTIVITY FOR MONTH 05/31/23 | YTD BALANCE 05/31/2023 | % BDGT USED |
|--|---------------------------------|---------------------------|---------------------------|---------------------------|-----------------------------------|---------------------------|----------------|
| Fund 235.0 - PRINCIPAL SHOPPING DISTRICT | | | | | | | |
| Expenditures | | | | | | | |
| 235.0-720.000-711.0008 | SICK TIME PAYOUT | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 235.0-720.000-711.0010 | RETIREMENT (DB) ER CNTB | 8,140.00 | 8,139.96 | 6,750.00 | 561.42 | 6,175.62 | 91.49 |
| 235.0-720.000-711.0011 | HRA CONTRIBUTIONS | 0.00 | 0.00 | 0.00 | 9.65 | 9.65 | 100.00 |
| 235.0-720.000-711.0012 | RETIREMENT DEFINED CONTRIBUTION | 10,770.00 | 7,201.78 | 8,810.00 | 803.86 | 4,421.23 | 50.18 |
| 235.0-720.000-711.0013 | RET HLTH SVGS CONTR EMPLR | 1,820.00 | 1,659.00 | 1,820.00 | 140.00 | 770.00 | 42.31 |
| PERSONNEL SERVICES | | 296,670.00 | 284,491.97 | 330,750.00 | 31,611.35 | 239,767.81 | 72.49 |
| OTHER CHARGES | | | | | | | |
| 235.0-720.000-801.0200 | LEGAL SERVICES | 3,000.00 | 5,552.00 | 3,000.00 | 231.00 | 3,608.75 | 120.29 |
| 235.0-720.000-802.0100 | AUDIT | 760.00 | 766.75 | 710.00 | 0.00 | 710.00 | 100.00 |
| 235.0-720.000-811.0000 | OTHER CONTRACTUAL SERVICE | 2,000.00 | 2,441.51 | 6,860.00 | 215.00 | 7,035.00 | 102.55 |
| 235.0-720.000-828.0300 | PARKING VALET SERVICES | 15,000.00 | 0.00 | 50,000.00 | 0.00 | 0.00 | 0.00 |
| 235.0-720.000-829.0100 | SNOW REMOVAL CONTRACT | 59,000.00 | 64,200.00 | 59,000.00 | 0.00 | 64,200.00 | 108.81 |
| 235.0-720.000-829.0200 | WEB SITE MAINTENANCE | 10,000.00 | 11,960.00 | 13,240.00 | 1,752.50 | 14,477.83 | 109.35 |
| 235.0-720.000-851.0000 | TELEPHONE | 1,750.00 | 1,625.41 | 1,750.00 | 149.25 | 1,334.99 | 76.29 |
| 235.0-720.000-881.0000 | MARKETING & ADVERTISING | 150,000.00 | 192,057.73 | 227,000.00 | 11,845.49 | 111,492.82 | 49.12 |
| 235.0-720.000-882.0000 | PUBLIC RELATIONS | 10,000.00 | 10,259.82 | 10,000.00 | 1,916.67 | 7,093.56 | 70.94 |
| 235.0-720.000-883.0000 | TENANT RECRUITMENT | 100,000.00 | 95,746.92 | 100,000.00 | 2,659.02 | 14,618.53 | 14.62 |
| 235.0-720.000-888.0000 | SPECIAL EVENTS | 200,000.00 | 189,974.05 | 200,000.00 | 6,288.38 | 182,165.34 | 91.08 |
| 235.0-720.000-901.0000 | PRINTING & PUBLISHING | 0.00 | 0.00 | 2,500.00 | 0.00 | 439.66 | 17.59 |
| 235.0-720.000-904.0000 | PRINTING PSD MAGAZINE | 60,000.00 | 43,110.00 | 60,000.00 | 0.00 | 40,885.03 | 68.14 |
| 235.0-720.000-933.0200 | EQUIPMENT MAINTENANCE | 1,200.00 | 1,039.44 | 1,200.00 | 0.00 | 698.36 | 58.20 |
| 235.0-720.000-935.0200 | MAINTENANCE SHOPPING DIST | 70,000.00 | 72,202.86 | 127,625.00 | 7,200.00 | 38,904.96 | 30.48 |
| 235.0-720.000-941.0000 | EQUIPMENT RENTAL OR LEASE | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 235.0-720.000-942.0000 | COMPUTER EQUIPMENT RENTAL | 23,620.00 | 23,619.96 | 31,520.00 | 2,626.67 | 28,893.37 | 91.67 |
| 235.0-720.000-944.0000 | BUILDING OR FACILITY RENT | 12,000.00 | 12,000.00 | 12,000.00 | 1,000.00 | 11,000.00 | 91.67 |
| 235.0-720.000-957.0100 | TRAINING | 1,000.00 | 0.00 | 3,000.00 | 0.00 | 621.60 | 20.72 |
| 235.0-720.000-957.0300 | MEMBERSHIPS AND DUES | 1,600.00 | 3,079.95 | 2,500.00 | 0.00 | 2,246.90 | 89.88 |
| 235.0-720.000-957.0400 | CONFERENCES & WORKSHOPS | 3,000.00 | 1,176.11 | 1,250.00 | 663.86 | 1,790.49 | 143.24 |
| 235.0-720.000-960.0400 | LIABILITY INSURANCE | 4,500.00 | 4,500.00 | 4,730.00 | 394.17 | 4,335.87 | 91.67 |
| 235.0-720.000-962.0000 | MISCELLANEOUS | 0.00 | 12.52 | 0.00 | 0.00 | 0.00 | 0.00 |
| OTHER CHARGES | | 728,430.00 | 735,325.03 | 917,885.00 | 36,942.01 | 536,553.06 | 58.46 |
| SUPPLIES | | | | | | | |
| 235.0-720.000-727.0000 | POSTAGE | 3,000.00 | 886.98 | 3,000.00 | 0.00 | 0.00 | 0.00 |
| 235.0-720.000-729.0000 | OPERATING SUPPLIES | 3,500.00 | 1,337.07 | 3,500.00 | 20.07 | 1,686.67 | 48.19 |
| 235.0-720.000-799.0000 | EQUIPMENT UNDER \$5,000 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| SUPPLIES | | 6,500.00 | 2,224.05 | 6,500.00 | 20.07 | 1,686.67 | 25.95 |
| CAPITAL OUTLAY | | | | | | | |
| 235.0-720.000-972.0000 | FURNITURE | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| CAPITAL OUTLAY | | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Total Dept 720.000 - PRINCIPAL SHOPPING DISTRICT | | 1,031,600.00 | 1,022,041.05 | 1,255,135.00 | 68,573.43 | 778,007.54 | 61.99 |
| TOTAL EXPENDITURES | | 1,235,230.00 | 1,210,629.77 | 1,464,815.00 | 79,755.89 | 933,102.08 | 63.70 |
| Fund 235.0 - PRINCIPAL SHOPPING DISTRICT: | | | | | | | |
| TOTAL REVENUES | | 1,235,230.00 | 1,250,507.89 | 1,464,815.00 | 13,470.64 | 1,348,178.13 | 92.04 |

REVENUE AND EXPENDITURE REPORT
PERIOD ENDING 05/31/2023

| GL NUMBER | DESCRIPTION | 2021-22 | END BALANCE | 2022-23 | ACTIVITY FOR | YTD BALANCE | % BDGT |
|--|-------------|----------------|--------------|----------------|-------------------|-------------|--------|
| | | AMENDED BUDGET | 06/30/2022 | AMENDED BUDGET | MONTH 05/31/23 | 05/31/2023 | USED |
| Fund 235.0 - PRINCIPAL SHOPPING DISTRICT | | | | | | | |
| TOTAL EXPENDITURES | | 1,235,230.00 | 1,210,629.77 | 1,464,815.00 | 79,755.89 | 933,102.08 | 63.70 |
| NET OF REVENUES & EXPENDITURES | | 0.00 | 39,878.12 | 0.00 | (66,285.25) | 415,076.05 | 100.00 |

Birmingham Principal Shopping District Board

Voucher List For: 07/06/2023

| Early Release | Vendor | Description | Account | Amount |
|---------------|--------------------------------|--|--------------------------------|----------|
| | AMAZON CAPITAL SERVICES INC | TABLES, CHAIRS AND WEIGHTS FOR FARMERS MARKET | SPECIAL EVENTS | 1,351.87 |
| | ART/DESIGN GROUP LTD | ARTWORK FOR FARMERS MARKET, MOVIE NIGHTS AND GENERAL | MARKETING & ADVERTISING | 1,198.25 |
| | ARTECH PRINTING INC | BUSINESS CARDS FOR STAFF | OPERATING SUPPLIES | 272.00 |
| | BEASLEY MEDIA GROUP, LLC | ADVERTISING FOR ROSE SOIREE | MARKETING & ADVERTISING | 5,500.00 |
| | BEIER HOWLETT P.C. | MISC LEGAL FEES | LEGAL SERVICES | 313.50 |
| | C & G PUBLISHING INC. | FARMERS MARKET ADVERTISING | MARKETING & ADVERTISING | 1,012.20 |
| | DEVAR + THE DETROITERS | PERFORMANCE AT FARMERS MARKET 8/6 | SPECIAL EVENTS | 250.00 |
| | DOWNTOWN PUBLICATIONS INC | ADVERTISING FOR FARMERS MARKET | MARKETING & ADVERTISING | 878.00 |
| | ERIKA BASSETT | FATHERS DAY GIVEAWAY BASKET | MARKETING & ADVERTISING | 5.04 |
| | FAIRYTALE ENTERTAINMENT PARTYS | PERFORMANCE AT JULY MOVIE NIGHT | SPECIAL EVENTS | 936.00 |
| | IHEART MEDIA | ADVERTISING FOR ROSE SOIREE AND GENERAL | MARKETING & ADVERTISING | 4,499.99 |
| | JAIMI BROOK | WATER FOR MOVIE NIGHT | SPECIAL EVENTS | 35.92 |
| | JCC CREATIVE LLC | MONTHLY PHOTOGRAPHY SERVICES | MONTHLY PHOTOGRAPHY SERVICES | 250.00 |
| | KINSMAN CO INC | REPLACEMENT CHAINS FOR PLANTERS | MAINTENANCE SHOPPING DIST | 79.64 |
| | LITTLE GUIDE LLC | ADVERTISING FOR FARMERS MARKET AND MOVIE NIGHT | MARKETING & ADVERTISING | 1,500.00 |
| | MICHIGAN DOWNTOWN ASSOCIATION | SUMMER WORKSHOP CONFERENCE | CONFERENCES & WORKSHOPS | 150.00 |
| | MILES PARTNERSHIP LLLP | MONTHLY WEBSITE MAINTENANCE | WEB SITE MAINTENANCE | 1,430.00 |
| | MOSHER & ASSOCIATES LLC | SPRING/SUMMER FLORAL PLANTERS | SPRING/SUMMER FLORAL PLANTERS | 3,212.40 |
| | OAKLAND COUNTY MOMS | ADVERTISING FOR JUNE MOVIE NIGHT | MARKETING & ADVERTISING | 2,100.00 |
| | PEGASUS ENTERTAINMENT INC | VIDEO/AUDIO FOR MOVIE NIGHTS 6/9 | VIDEO/AUDIO AT MOVIE NIGHT 6/9 | 3,000.00 |
| | SIGNS-N-DESIGNS INC | BANNERS FOR FARMERS MARKET | MARKETING & ADVERTISING | 810.00 |
| | SP+ CORPORATION | MONTHLY EMPLOYEE PARKING | OTHER CONTRACTUAL SERVICE | 500.00 |
| | THE COMMUNITY HOUSE | BSD BOARD MEETINGS AUG - DEC 2023 | CONFERENCES & WORKSHOPS | 250.00 |
| | TURNER SANITATION, INC | PORTA POTTIES FOR JUNE MOVIE NIGHT | PORTA POTTIES - MOVIE NIGHTS | 490.00 |
| * | DOUBLE DARE AIRBRUSH TATTOOS | AIRBRUSH TATOOS AT SUPER FARMER DAY | SPECIAL EVENTS | 400.00 |

Birmingham Principal Shopping District Board**Voucher List For:** 07/06/2023

| Early Release | Vendor | Description | Account | Amount |
|---------------|--|---|-------------------------|---------------------|
| * | DRUM DANCER RECORDS INC | PERFORMANCE AT BFM 6/18 | SPECIAL EVENTS | 200.00 |
| * | DRUM DANCER RECORDS INC | PERFORMANCE AT BFM 7/23 | SPECIAL EVENTS | 200.00 |
| * | MORGAN MCPEAK | DESIGN WORK FOR ROSE SOIREE | MARKETING & ADVERTISING | 1,050.00 |
| * | MARGARET SCHMALTZ | PERFORMANCE AT BFM 7/2 | SPECIAL EVENTS | 200.00 |
| * | VERIZON WIRELESS | MONTHLY CELL PHONE FOR CRISTINA, JAIME AND ERIKA | TELEPHONE | 149.25 |
| * | FAIRYTALE ENTERTAINMENT PARTYS INC | CHARACTERS AT SUPER FARMER DAY 6/25 | SPECIAL EVENTS | 1,100.00 |
| * | AMAZON CAPITAL SERVICES INC | MISC SUPPLIES FOR FARMERS MARKET | SPECIAL EVENTS | 16.70 |
| * | BAKEHOUSE 46 | BUSINESS ANNIVERSARY GIFTS | TENANT RECRUITMENT | 17.50 |
| * | DESERT | CAB FOR ICSC | TENANT RECRUITMENT | 35.11 |
| * | EVENTBRITE | MAIN STREET CONFERENCE | CONFERENCES & WORKSHOPS | 35.00 |
| * | FACEBOOK/META HEADQUARTERS | BFM & ROSE SOIREE BOOSTS | MARKETING & ADVERTISING | 47.79 |
| * | LAS VEGAS CONVENTION | LUNCH AT ICSC | TENANT RECRUITMENT | 11.38 |
| * | PLANET HOLLYWOOD | HOTEL FOR ICSC | TENANT RECRUITMENT | 516.09 |
| * | ZAHRA BIRMINGHAM | BUSINESS ANNIVERSARY GIFTS | TENANT RECRUITMENT | 63.00 |
| * | MY CONCIERGE MICHIGAN, LLC | ROSE SOIREE POSTCARDS AND POSTERS | MARKETING & ADVERTISING | 328.00 |
| Total: | | | | \$ 34,394.63 |

*Items marked with an asterisk were submitted in advance and prior to board approval

Board Chair _____**Date** _____

021



BSD Info <bsdinfo@bhamgov.org>

Re: BSD Board Packet for June 1, 2023

1 message

Michael McKenzie <mike_mckenzie@mac.com>
To: BSD Info <bsdinfo@bhamgov.org>

Fri, May 26, 2023 at 2:15 PM

Formally requesting my absence for this board meeting be excused. I have an unplanned work trip to Australia and will be unable to attend.

Thanks,
Mike

Mike McKenzie
Mobile: (312)785-4906
Email: mike_mckenzie@mac.com

On May 26, 2023, at 12:03 PM, BSD Info <bsdinfo@bhamgov.org> wrote:

Good afternoon,
The Board Packet is attached for next Thursday's meeting.

Happy Memorial Day! Have a great and safe weekend!
<Full Agenda Packet_06012023.pdf>



Birmingham Shopping District
151 Martin Street
Birmingham, MI 48009
248-530-1200
ALLINBirmingham.com

MEMORANDUM

DATE: June 14, 2023
TO: City of Birmingham Police Chief Scott Grewe
FROM: BSD Executive Director Cristina Sheppard-Decius, CMSM
SUBJECT: Parking Ticket and Fine Recommendations

The Birmingham Shopping District (BSD) Board of Directors met on June 1, 2023, to review and discuss the parking ticket and fine recommendations presented by the City of Birmingham Police Department and the Advisory Parking Committee. The Board initially expressed its concern over the increase in the repeat offender fine recommended by the Advisory Parking Committee (APC) of \$35 to \$100 for the fifth ticket or more at its May meeting, and requested that background information be provided for the June meeting.

After review of the background information and discussion at the table, the BSD Board of Directors recommends to the City Commission the following in order to change the upfront behavior of parking violators:

- increase initial parking meter violations from \$10 currently to \$20 for the first seven violations annually;
- increase from \$30 to \$50 per violation after seven tickets; and
- review and assess the effectiveness of these changes after six months.

The BSD Board recommended focusing on trying to change the upfront behavior of parking violators, agreeing with the initial parking meter violation fine change from \$10 to \$20. They also cited concern with the APC's recommendation for the large increase in the repeat offender violation potentially impacting the consumer experience and becoming a detraction to the district. The BSD Board felt that a more incremental approach to the repeat offender violation with review of the program changes in six months before making significant changes in this area.

The draft minutes are attached for your information. Please let me know if you need any further information or assistance in preparing the final recommendation to the City Commission.

Special Events Committee Meeting Minutes
151 Martin Street, Conference Rooms 202 & 203
June 9, 2023 at 8:30am

Chairperson Astrein called the meeting to order at 8:30 a.m.

In Attendance: R. Astrein (Chairperson), Z. Kay (co-chair), D. Lilley, D. Fehan, B. Hussey

Staff: C. Sheppard-Decius, J. Brook, N. Gerkey

Guests: B. Cowan, A. VanGeldereren

Absent: K. Cummings, S. Lipari, D. Fehan, B. Hussey

Public Comment: none

Approval of Minutes: Motion by Fehan, seconded by Lilley to approve the minutes dated May 12, 2023.

Yeas: R. Astrein, Z. Kay, D. Fehan, B. Hussey, D. Lilley

Nay: none

Art Walk

The committee discussed the goal of having 20-25 participating stores in Art Walk. Stores would be responsible for finding their own artists, and if needed the BBAC and Public Arts Board could help locate artists. The committee agreed to keep the same hours as last year, 5 p.m. to 8 p.m., and also discussed that promotional materials for the event should go out no later than the beginning of September. Astrein stated that he has A-frames that could be used for the event for more signage. For next year's event, the committee would like to revisit the date of Art Walk, such as having it in September, as well as the idea of having an "Art Week" that encompasses a week's worth of activities, including a children's art contest. Sheppard-Decius mentioned that including a mural to the event would be a great addition. She added that recruiting Advisory Parking Committee (APC) to assist with the budget for the mural, as it could be on one wall of the parking structure. Astrein recommended putting together a new fiscal year request to the APC for funding to support a number of initiatives this year.

Rosé Soirée – Update

Brook reported that there were up to 16 participating restaurateurs as part of the event, including later additions like Birmingham Pub, and Birmingham Wine. She added that as of Friday, June 9, 2023, there were 16 entries for the enter-to-win shopping spree, and the event is scheduled to end on Sunday, June 11.

Goals and Objectives

Late Night Shopping Plan

The committee discussed the idea for businesses to stay open later during the holiday season. It was reported that there are four Thursdays between Thanksgiving and Christmas. The

committee also added that in order to encourage shoppers to shop later that there should be additional activities to encourage patronage such as carolers, chestnuts, hot chocolate, and an ornament giveaway.

New Event for 2024

The committee will schedule a brainstorming meeting to discuss the ideas for a new event. Sheppard-Decius mentioned the Floral Fest in Alpena to draw inspiration. Hussey suggested another restaurant event in the fall.

Meeting adjourned at 9:41 a.m.

NEXT MEETING: Friday, July 14, 2023, at 8:30am

Prepared by: J. Brook
Reviewed by: C. Sheppard-Decius
6/26/23

Marketing and Advertising Committee Meeting Minutes
151 Martin Street, Conference Room 202 & 203
June 15, 2023

In Attendance: Z. Kay (Chairperson), S. Eid, J. Lundberg, C. Quezada, C. Sheppard-Decius, E. Bassett,

Guest: J. Sloan

Absent: A. Pohlod, C. Fenner

The meeting was called to order at 8:36 a.m.

There was no public comment.

Approval of Minutes: Motion by Lundberg, seconded by Quezada to approve the minutes dated May 18, 2023.

Social Media and Website Metrics – May Data: Bassett presented the May social media and web analytics report. Month over month and year over year comparisons were positive, with increases in web traffic and social media engagement overall. Bassett also reported that the Father's Day giveaway promotion was receiving positive results and engagement.

The Committee will begin working on the FYE 2024 social media strategy and goals in July, and plans to continue efforts to increase engagement and collaborate with businesses.

Rosé Soirée Update:

Sheppard-Decius reported that a survey was sent to participating restaurants for event feedback. The Committee discussed ways to improve the event for next year including:

- New collateral materials with shopping spree giveaway and charity donation QR codes/information (some restaurants prefer not to use table tents/cards), including a receipt sticker, billfold or uniquely shaped card, etc.
- Evaluate the timing of the event (February/March or August were mentioned)
- Consider changing the event structure. Ideas included a month-long event with kick-off party, single day or weekend event, ticketed progressive-style event, "Taste of" style format at one of the hotels, etc.

Branding – Logo/Signage Template Proposals:

The Committee reviewed the initial proposals. Bassett to request additional information from Unsold Studio and The Work Department. Once final proposals are received, the Committee will complete a formal evaluation and select a vendor for the project.

Niche Marketing:

- **Thursday Nights:** The Committee discussed open-late Thursdays to begin after Small Business Saturday and run through the holiday season. The BSD would coordinate

additional festivities like roasted chestnuts or hot chocolate, live music, etc... The Thursdays could potentially be themed (ladies night out, men's night out, etc...). A gift wrapping station was suggested.

- **Sunday Funday:** The Committee is working to identify retailers open on Sundays to potentially start a Sunday promo to draw more foot traffic downtown and encourage Farmers Market visitors to visit shops and restaurants at the center and south end of downtown. Current comparisons to Somerset Mall show that there are opportunities for the BSD to grow Sunday traffic.
- **Regional Tourism:** Sheppard-Decius reported that she is working to assemble an advisory group.
- **Social Media Promotions:** The Committee will continue with various social media promotions and giveaways throughout the year, as defined by the FYE 2024 strategy.

Other Business:

The Committee discussed ways to better reach businesses, as many overlook emails and are busy. Sheppard-Decius advised she is investigating a texting service. Sloan suggested a closed Facebook group as a way to communicate with businesses.

Drafted by: E. Bassett

Reviewed by: C. Sheppard-Decius
6/26/23

Maintenance/Capital Improvement Committee Meeting Minutes
572 S. Adams, Birmingham, MI
June 13, 2023

Members in Attendance: Sarvy Lipari (Chair), Amy Pohlod,
Members Absent: Steve Quintal, Doug Fehan
Staff Present: Cristina Sheppard-Decius, Brendan McGaughey, Brad
McNab
Guests: none

No quorum. Meeting cancelled.

Next meeting: Friday, June 30, at 8:30 a.m. – Regular Meeting

Drafted by: C. Sheppard-Decius
Reviewed by: C. Sheppard-Decius
7/3/23

DRAFT

Maintenance/Capital Improvement Committee Meeting Minutes
572 S. Adams, Birmingham, MI
June 30, 2023

Chairperson Lipari called the meeting to order at 8:35 a.m.

Members in Attendance: Sarvy Lipari (Chair), Amy Pohlod, Steve Quintal, Doug Fehan

Members Absent:

Staff Present: Cristina Sheppard-Decius, Brendan McGaughey, Brad McNab

Guests: none

Approval of Minutes: Motion by Quintal, seconded by Pohlod, to approve the minutes dated May 2, 2023.

Public Comment: No public comment.

Triangle District Walking Tour – The Committee walked the Triangle District to assess the needs of maintenance, capital improvement and amenities in the area. In general, the Committee felt that any investments made by the BSD should wait until some of the key new developments are nearing completion, which is about one and a half to two years. Key notes:

- Sheppard-Decius to acquire the development plans for the Lavery and Worth developments from the planning department to determine street plans.
- Holiday lighting could be added to trees along Hayes after Lavery development
- Holiday lighting could also be added to trees along Maple & Elm
- Banners could be added in the Woodward median, and along Elm and East Maple, as well as developing a banner plan for Adams
- District signage is needed at along Adams, Elm and Maple, Haynes and Elm/Woodward, and Worth and Woodward
- Communicate with property owners about landscape and building maintenance; enhance enforcement
- Neighborhood markers and improvement of bump outs at Hazel, Chestnut and Forest – Chestnut needs street and curb improvement as well
- Multi-modal pavement markings needed throughout district
- Soften streetscape and greenspace throughout district
- Mulch trees along Adams and unify landscaping/streetscape elements

Plants Along Old Woodward between Maple and Brown – Fehan received an inquiry and complaint regarding the lack of visual appeal along Old Woodward. Fehan recommended that DPS look at colorful or eye-catching perennials and/or annuals be incorporated into the planter beds along Old Woodward between Maple and Brown when DPS installs plants this Fall. Pohlod seconded. All ayes. Motion approved.

Meeting adjourned at 9:40 a.m.

July 12 meeting cancelled.

Next meeting: Tuesday, August 8, at 8:30 a.m. – Regular Meeting

Drafted by: C. Sheppard-Decius
Reviewed by: C. Sheppard-Decius
7/3/23

**Business Development Committee Meeting Minutes
Surnow Building, 320 Martin St., Birmingham, MI
June 27, 2023, at 8:30 a.m.**

S. Surnow (vice-chair) called the meeting to order at 8:35 a.m.

In Attendance: S. Surnow (Vice-Chair), S. Quintal, J. Hockman, C. Quedaza, D. Gilbert

Staff: C. Sheppard-Decius

Guests: Brooks Cowan, Minna Sharrak

Absent: M. McKenzie (Chair), A. Thomas

Public Comment: None

Approval of Minutes: Motion by Quintal, seconded by Hockman to approve the minutes dated for May 1, 2023, and May 30, 2023. All ayes. Motion approved.

Planning Board Inquiry – Health Club/Fitness Studios Proposed Zoning Amendment

Cowan spoke to the committee about health club/fitness studios in the Downtown Birmingham area. He clarified that fitness and health clubs are permitted in zone B3, the Triangle District, and the Rail District, with proposal to allow businesses into the zone B4. The committee agreed that permitting health/fitness studios on second floor or basement levels would suffice and not take away from ground level potential retail/restaurant space.

Business Recruitment

Developing a Targeted Recruitment List: Sheppard-Decius reported that she and Angela Thomas visited Ann Arbor to inquire about local businesses. She stated that they visited Literati, Today, and a couple others and added that most have potential for expansion, just not in the immediate future. Sheppard-Decius requested collecting sales data from top producers in various categories in the shopping district to promote Birmingham and why businesses should move or expand into Birmingham. Sheppard-Decius also added that properties are at a 99% occupancy rate, but in order for things to be more accurate she would like to collect square footage from all properties. She added that the community survey with Engage will go out after the fourth of July, and will send a final draft to the committee before it's posted.

Business Marketing

Sheppard-Decius recommended that in efforts to support business recruitment and tourism that the committee use some of its budget for four video features including fashion, restaurants, salon/spa/personal care, and specialty shops. She added that it's \$14,000 for four videos. The committee agreed that before making a decision they look at the additional expenditures for the next fiscal year.

Sheppard-Decius mentioned looking into other marketing tools and met with placer.ai, Alpha Map, and Mallcomm. She added that placer.ai is \$20,000 for data collection, Alpha Map is \$5,000 and comparable to placer.ai. She stated that Mallcomm is a communication platform to property owners and tenants and is app based and has an easier format for communication.

The committee discussed that the following businesses need to be added to the map: Caruso, Bakehouse 46, Adachi, and RH.

Other Business

The committee will meet at either Angela's or Carlie's space next month.

The meeting ended at 9:58 a.m.

NEXT MEETING DATE – July 25, 2023, at 8:30 a.m.

DRAFT

Drafted by: N. Gerkey
Reviewed by: C. Sheppard-Decius

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

JULY 2023

Office Occupancy Rate 89%

Retail Occupancy Rate 99%

| Name of Business | Property Address | Street Name | Notes | Date of notification | Scheduled to Open/Moved/Closed/Opened in last 12 months |
|------------------------------|-------------------------|--------------------------------|---------------------|-----------------------------|--|
| Icon Anti-Aging & Aesthetics | 555 | Old Woodward, South, Suite 700 | Medical | 05/18/23 | Scheduled to Open |
| Glam Jail | 200 | Brown Street, East | Spa | 05/18/23 | Scheduled to Open |
| Belle Bistro | 185 | Old Woodward, North | Dining | 05/16/23 | Scheduled to Open |
| Rowan | 122 | Maple Road, West | Specialty Retailers | 05/16/23 | Scheduled to Open |
| Vibe Salon Suites | 670 | Old Woodward, South | Salon | 05/08/23 | Scheduled to Open |
| Warby Parker | 120 | Maple Road, West | Specialty Retailers | 04/27/23 | Scheduled to Open |
| The Good Day | 528 | Old Woodward, North | Home Furnishings | 04/04/23 | Scheduled to Open |
| Birmingham Luxury Watches | 640 | Old Woodward, North, Suite 102 | Jeweler | 04/04/23 | Scheduled to Open |
| Salon Toro | 470 | Old Woodward North, Suite 200 | Salon | 03/21/23 | Scheduled to Open |
| Gregory Stack Pour Hommes | 630 | Old Woodward North, Suite 102 | Salon | 03/03/23 | Scheduled to Open |
| Christinas Consignments | 135 | Old Woodward, North | Apparel - Women | 08/04/22 | Scheduled to Open |
| Sybil | 211 | Hamilton Row | Dining | 02/08/22 | Scheduled to Open |
| Clean Juice | 148 | Pierce Street | Juice bar | 11/01/20 | Scheduled to Open |
| Steps MI | 640 | Old Woodward, North | Apparel | 06/01/23 | Opened |
| Roche Salon | 555 | Old Woodward, South, Suite 23U | Salon | 05/01/23 | Opened |
| Massage Rain | 630 | Old Woodward, North, Suite 101 | Health & Fitness | 03/21/23 | Opened |
| RenU Acupuncture | 189 | Townsend Street, Suite 302 | Medical | 03/07/23 | Opened |
| The Taco Stand Taquerie | 344 | Hamilton Row | Dining | 03/03/23 | Opened |
| Face Foundrie | 700 | Old Woodward, North, Suite 202 | Salon | 02/09/23 | Opened |
| CB2 | 100 | Old Woodward, North | Home furnishings | 02/16/23 | Opened |

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

JULY 2023

Office Occupancy Rate 89%

Retail Occupancy Rate 99%

| Name of Business | Property Address | Street Name | Notes | Date of notification | Scheduled to Open/Moved/Closed/Opened in last 12 months |
|-------------------------|-------------------------|---------------------|------------------|-----------------------------|--|
| Chrysalis Couture | 554 | Old Woodward, North | Apparel | 01/06/23 | Opened |
| Sugaring NYC | 34110 | Woodward Avenue | Salon | 12/02/22 | Opened |
| RH | 320 | Martin Street | Home furnishings | 01/25/23 | Opened |
| Via Manzoni | 239 | Pierce Street | Apparel | 01/13/23 | Opened |
| Cosmo Salon Studios | 255 | Old Woodward, South | Salon | 11/12/22 | Opened |
| EM | 470 | Old Woodward, North | Dining | 11/12/22 | Opened |
| Serena & Lily | 299 | Maple Road, West | Home furnishings | 11/11/22 | Opened |
| Faherty | 128 | Old Woodward, South | Apparel | 11/03/22 | Opened |
| O2PT | 715 | Maple Road, East | Health | 11/03/22 | Opened |
| Zana | 210 | Old Woodward, South | Dining | 10/25/22 | Opened |
| sweetgreen | 167 | Old Woodward, North | Restaurant | 08/09/22 | Opened |
| Brilliant Earth Jewelry | 277 | Pierce Street | Jeweler | 08/01/22 | Opened |
| Rotate Boutique | 361 | Maple Road, East | Apparel - Women | 07/18/22 | Opened |

Executive Committee Meeting Minutes
Birmingham City Hall, 151 Martin Street, Conference Rooms 202 & 203
June 28, 2023 at 8:30 a.m.

Pohlod called the meeting to order at 8:30 a.m.

In Attendance: A. Pohlod, B. Roberts, D. Fehan, R. Astrein, J. Ecker

Staff: C. Sheppard-Decius

Absent: M. McKenzie

Approval of Minutes: Motion by Astrein, seconded by Fehan to approve the minutes dated May 24, 2023.

Public Comment: None

Board Anticipated Action Items & Presentations

- a) Business Video Features (August)
Sheppard-Decius reported that \$14,000 from Business Development's marketing budget is recommended to go toward the business video features. She added that their marketing budget for the year is \$25,000, and they are looking to receive a more itemized list of expected costs for the remainder of the year prior to committing to the video feature. Astrein suggested going to the parking advisory committee for assistance with funds, but approaching it in a detailed way so they understand the costs and what it's going toward.
- b) Committee Appointments (August)
Sheppard-Decius stated that there are a few applicants to review for committees including Julie Sloan (Marketing), Minna Sharrak (Business Development), and Katie Dwan (Special Events and Marketing).

New Business

- a) Board Roster, Reappointments & Recruitment
Astrein said he would like to finish out his term on the Board. Sheppard-Decius stated that Zak Kay, Mike McKenzie, Steve Quintal and Sam Surnow are up to be reappointed. Pohlod said that there is one open position available on the Board, and added that Samy's position on the Board will also need to be replaced. Sheppard-Decius stated that she's reached out to Giffels-Webster to recruit someone for maintenance to potentially get them into the Board. Ecker suggested reaching out to a national to add them to the Board, like RH or Serena and Lily.
- b) Event Planning Meeting
Sheppard-Decius mentioned that she is still working to schedule the event planning meeting. Pohlod explained that this will be a combined meeting with Special Events and Marketing to help plan the 2024 event season and a new event potentially.
- c) Public Valet at Daxton
Sheppard-Decius stated that the Daxton wants to increase the public valet rates from \$5 to \$10. Pohlod suggested bringing this to the July Board Meeting to show support and consensus for The Daxton.

Old Business

a) Board Meeting Locations

Sheppard-Decius stated that the Board will continue to have meetings at The Community House through the end of the year, but will rotate quarterly to different locations in 2024 starting with StartUp Nation in January.

b) Parking Recommendation

Sheppard-Decius stated that the recommendation from the Board was sent to the Police Chief to pull together the City Commission memo – it is not on the July 10 agenda at this time.

c) Advisory/Focus Groups

Sheppard-Decius stated that the three advisory/focus groups discussed would be Tourism, Restaurants, and North Old Woodward. Pohold recommended doing just focus group meetings with restaurants and North Old Woodward and see how interest builds, but having a 12 month commitment with an advisory group for Tourism.

Committee Updates

Special Events

Sheppard-Decius reported that Rosé Soirée was the last event held, and while there were 16 participating restaurants, only 31 people submitted for the shopping spree. She added that many restaurants did not use the promotional materials the BSD supplied them, which could have contributed to the lack of participation. Roberts added that while his overall sales were only up about 2%, his rosé sales during the promotion nearly doubled.

Marketing

Sheppard-Decius reported that there was a Father's Day giveaway and received more following through social media. She added they are working on branding and seasonal campaigns and should have a decision next meeting. She also mentioned that Carlie Quedaza has been going through and documenting which businesses are open on Sundays, which has been a huge help.

Maintenance and Capital Improvement

Sheppard-Decius stated that she is finishing up the grant for the Pierce Street alley this week with the Planning and Engineering Departments.

Business Development

Sheppard-Decius reported that Brooks Cowan came to the meeting to discuss amending the Fitness Club regulations and if the committee would be okay with having businesses in the B4 zone. She reported the end result was that B4 should remain retail on the main floor, but the second floor and basements could be good opportunities. Pohlod recommended this be put on the Board agenda.

Meeting was adjourned at 9:57 a.m.

Upcoming Meetings/Events

BSD Board Meeting – July 6, 2023, at 8:30 a.m.

Special Events Committee – July 14, 2023, at 8:30 a.m.

Marketing & Advertising Committee – July 20, 2023, at 8:30 a.m.

Business Development Committee – July 25, 2023, at 8:30 a.m.

Executive Committee – July 26, 2023, at 8:30 a.m.

SP+ PARKING

Birmingham Parking System Transient & Free Parking Analysis Month of May 2023

April 2023

| GARAGE | TOTAL CARS | FREE CARS | CASH REVENUE | % FREE |
|---------------|------------|-----------|---------------|--------|
| PEABODY | 19013 | 11348 | \$25,030.00 | 60% |
| PARK | 16292 | 8484 | \$33,172.10 | 52% |
| CHESTER | 4528 | 2260 | \$8,594.00 | 50% |
| WOODWARD | 10071 | 5096 | \$21,450.00 | 51% |
| PIERCE | 19533 | 8778 | \$63,562.05 | 45% |
| TOTALS | 69,437 | 35,966 | \$ 151,808.15 | 52% |

| PAYING CARS | AV. RATE |
|-------------|----------|
| 7,665 | \$ 3.27 |
| 7,808 | \$ 4.25 |
| 2,268 | \$ 3.79 |
| 4,975 | \$ 4.31 |
| 10,755 | \$ 5.91 |
| 33,471 | \$ 4.30 |

May 2023

| GARAGE | TOTAL CARS | FREE CARS | CASH REVENUE | % FREE |
|---------------|------------|-----------|---------------|--------|
| PEABODY | 23247 | 14098 | \$29,814.05 | 61% |
| PARK | 21940 | 13590 | \$40,318.00 | 62% |
| CHESTER | 6538 | 3372 | \$12,372.00 | 52% |
| WOODWARD | 12419 | 6888 | \$21,734.00 | 55% |
| PIERCE | 25930 | 12167 | \$78,484.05 | 47% |
| TOTALS | 90,074 | 50,115 | \$ 182,722.10 | 56% |

| PAYING CARS | AV. RATE |
|-------------|----------|
| 9,149 | \$ 3.26 |
| 8,350 | \$ 4.83 |
| 3,166 | \$ 3.91 |
| 5,531 | \$ 3.93 |
| 13,763 | \$ 5.70 |
| 39,959 | \$ 4.33 |

Month over Month

BREAKDOWN:

| | |
|--------------|-----|
| TOTAL CARS | 30% |
| FREE CARS | 39% |
| CASH REVENUE | 20% |

| | | | | | | | | | | |
|---|---------------|-------------|----------------|-------------------|----------------|---------------|--------------------|----------------------|--------------|--------------|
| MONTHLY PARKING PERMIT & ACTIVITY REPORT | | | | | | | | | | |
| For the month of: May | | | | | | | | | | |
| Date Compiled: June 7, 2023 | | | | | | | | | | |
| Space Count | Pierce | Park | Peabody | N.Old Wood | Chester | | | | | Total |
| Total Garage Spaces | 706 | 811 | 437 | 745 | 880 | | | | | 3579 |
| Garage Monthly Permits Authorized | 879 | 1045 | 536 | 981 | 1368 | | | | | 4809 |
| <i>cost per month</i> | <i>\$70</i> | <i>\$70</i> | <i>\$70</i> | <i>\$70</i> | <i>\$50</i> | | | | | |
| Permits Issued | Pierce | Park | Peabody | N.Old Wood | Chester | | | | | Total |
| Garage permits end of previous month | 829 | 945 | 536 | 839 | 1060 | | | | | 4209 |
| Garage permits canceled in month | 6 | 1 | 12 | 52 | 6 | | | | | 77 |
| Garage permits added in month | 12 | 6 | 1 | 10 | 1 | | | | | 30 |
| Total Garage permits end of month | 835 | 950 | 525 | 797 | 1065 | | | | | 4172 |
| Garage permits available | 44 | 95 | 11 | 184 | 303 | | | | | 637 |
| Garage evening passes | 45 | 7 | 19 | 12 | 11 | | | | | 94 |
| | | | | | | \$210 | \$150 | \$180 | \$105 | |
| Hangtags | | | | | | Lot #6 | Lot #6 econ | Lot A & C | Lot B | Total |
| Total Hangtag Lot Spaces | | | | | | 174 | 79 | 8 | 40 | 301 |
| Hangtag Lot Quarterly Permits Authorized | | | | | | 177 | 40 | 8 | 30 | 255 |
| Hangtags issued | | | | | | 144 | 18 | 3 | 5 | 170 |
| Hangtags available | | | | | | 33 | 22 | 5 | 25 | 85 |
| Waiting List | Pierce | Park | Peabody | N.Old Wood | Chester | Lot #6 | Lot #6 econ | Lot A & C | Lot B | Total |
| On Wait List - end of month | 364 | 387 | 336 | 0 | 0 | | | | | 1087 |
| people on waitlist | 173 | 90 | 73 | | | | | | | 336 |
| | | | | | | | | | | |
| | | | | | | | | | | |

CITY BOARD/COMMITTEE ATTENDANCE RECORD

Name of Board: **Birmingham Shopping District**

Year: **2023**

Members Required for Quorum: **7**

| MEMBER NAME | JAN | FEB | MAR | APR | MAY | JUNE | JULY | AUG | SEPT | OCT | NOV | DEC | SPEC MTG | SPEC MTG | Total Mtgs. Att. | Total Absent | Percent Attended Available |
|------------------------|-----|-----|-----|-----|-----|------|------|-----|------|-----|-----|-----|----------|----------|------------------|--------------|----------------------------|
| REGULAR MEMBERS | | | | | | | | | | | | | | | | | |
| Richard Astrein | P | P | A | Ae | P | P | | | | | | | | | 4 | 2 | 67% |
| Samy Eid | A | P | P | P | P | A | | | | | | | | | 4 | 2 | 67% |
| Beth Hussey | P | P | P | P | P | P | | | | | | | | | 6 | 0 | 100% |
| Zachary Kay | P | P | P | P | P | P | | | | | | | | | 6 | 0 | 100% |
| Sarvy Lipari | P | P | P | Ae | P | A | | | | | | | | | 4 | 2 | 67% |
| Tom Markus/Jana Ecker | P | A | P | P | P | P | | | | | | | | | 5 | 1 | 83% |
| Mike McKenzie | P | P | P | P | P | A | | | | | | | | | 5 | 1 | 83% |
| Amy Pohlod | P | P | P | P | P | P | | | | | | | | | 6 | 0 | 100% |
| Steve Quintal | P | P | P | P | P | P | | | | | | | | | 6 | 0 | 100% |
| Bill Roberts | P | P | P | P | P | P | | | | | | | | | 6 | 0 | 100% |
| Sam Surnow | A | P | P | P | P | P | | | | | | | | | 5 | 1 | 83% |
| Reserved | | | | | | | | | | | | | | | 0 | 0 | #DIV/0! |
| Doug Fehan | P | P | A | P | P | P | | | | | | | | | 5 | 1 | 83% |
| Present or Available | 9 | 10 | 10 | 9 | 11 | 8 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0% | | | |

KEY:

- A** = Member absent
- Ae** = Member absent excused
- P** = Member present or available
- CP** = Member available, but meeting canceled for lack of quorum
- CA** = Member not available and meeting was canceled for lack of quorum
- NA** = Member not appointed at that time
- NM** = No meeting scheduled that month
- CM** = Meeting canceled for lack of business items

Department Head Signature



Birmingham Shopping District
151 Martin Street
Birmingham, MI 48009
248-530-1200

BSD COMMITTEES
MONTHLY MEETING SCHEDULE
JULY 2023

BSD BOARD

THURS 7/6 @ 8:00 AM – COMMUNITY HOUSE

MAINTENANCE/CAPITAL IMPROVEMENTS

Meeting Cancelled

SPECIAL EVENTS

FRI 7/14 @ 8:30 AM – CITY HALL

MARKETING/ADVERTISING

THURS 7/20 @ 8:30 AM. – CITY HALL

BUSINESS DEVELOPMENT

TUES 7/25 at 8:30 AM – TBD

EXECUTIVE

WEDS 7/26 at 8:30 am – CITY HALL

QUARTERLY COMMITTEE HEAD

TBD

Notice: Individuals requiring accommodations, such as interpreter services, for effective participation in this meeting should contact the City Clerk's Office at [\(248\) 530-1880](tel:2485301880) at least one day in advance of the public meeting.

Las personas que requieren alojamiento, tales como servicios de interpretación, la participación efectiva en esta reunión deben ponerse en contacto con la Oficina del Secretario Municipal al [\(248\) 530-1880](tel:2485301880) por lo menos el día antes de la reunión pública. (Title VI of the Civil Rights Act of 1964).