



Birmingham Shopping District Agenda
Thursday, May 4, 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. Approval of BSD Board Minutes – April 19, 2023 (pg. 9)
3. Approval of Absence Waivers – April 2023 (pg. 3)
4. Finance Report Ending – March 31, 2023 (pg. 15)
5. Approval of Vouchers – May 2023 (pg. 20)
6. Presentations:
 - a. Business Anniversaries
 - i. Village Players
 - ii. Community House
 - b. Employee Anniversary Recognition – Melinda Comerford
 - c. Wayfinding (pg. 45)
 - d. Business Mix Analysis
7. New Business - Action Items
 - a. Committee Appointments (pg. 22)
8. Old Business
9. Reports
 - a. Executive Director Report (pg. 6)
 - b. Committee Reports: (pg. 7 & 25-41)
 - i. Special Events – Astrein
 - ii. Marketing & Advertising – Kay
 - iii. Maintenance and Capital Improvements – Lipari
 - iv. Business Development – McKenzie
 - v. Executive Board – Pohlod
 - c. Parking Report – Astrein (pg. 42)
10. Information: Announcements, Attendance, & Monthly Meeting Schedule (pg. 44 & 72))
11. Board Member Comments
12. Public Comments
13. 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 May 4, 2023

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

Minutes

Minutes from the April 19, 2023, BSD Board of Directors meeting are attached for your review and approval.

Absence Waivers

Absence waivers will become a monthly action item for the BSD Board to approve. The qualifying waivers for April's Board meeting are for Sarvy Lipari and Richard Astrein.

Motion: To waive the absence of Sarvy Lipari and Richard Astrein for the
Apr 19, 2023 , BSD Board meeting.

Finance Reports

The financial reports for the period ending March 31, 2023, are attached for you to file and receive.

Approval of Payable Vouchers

Attached are the payable vouchers for your review and approval. The vouchers include payables from April 15 - April 27, 2023.

Presentations

Business Anniversaries

The BSD will recognize two significant business anniversaries at the May meeting, including Birmingham Village Players for 100 years (1923) and Community House for 100 years. Besides the award presentation at the Board meeting, a press release and social media post will be issued acknowledging their contributions to the community.



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Employee Anniversary Recognition

Melinda Comerford recently celebrated her 30-year anniversary working for the BSD. In honor of this milestone and her years of dedicated service, the Board will recognize Comerford at the May meeting.

Wayfinding

Birmingham City Planner Nick Dupuis will provide an overview of the wayfinding presentation Corbin Design prepared at the public input session on May 17, 2023 .

Business Mix Analysis

Board of Director Michael McKenzie will present the business mix analysis that the Business Development Committee has been working on over the last year, as well as a recommended recruitment strategy.

New Business

Committee Appointments

Now that the BSD Board adopted its bylaws at the April meeting, the Board should now formally appoint committee members to each committee per the bylaws. Standing committees shall consist of Executive, Marketing and Advertising, Maintenance and Capital Improvements, Business Development and Special Events with up to eight (8) members per committee made up of Board members, BSD businesses and property owners, Birmingham residents and persons with business interest in the BSD. Each Board member shall serve on a committee. Besides the Board and committee members who have been serving on these committees already, there are also new committee interest applications, whose applications are included in the packet for your review. Any changes or new applicants that come forward after the May Board meeting will come before the Board for approval.

The following are the recommended committee members for each committee including existing members and new applicants.

BUSINESS DEVELOPMENT COMMITTEE - Typically meets the 4th Tuesday

Resident	Michael McKenzie - Co Chair
The Surnow Company	Sam Surnow - Co Chair
Central Park Properties	Steve Quintal
Bank of Ann Arbor	Daniel C. Gilbert *NEW*
Supernatural Lingerie	Carlie Quezada *NEW*
Aeres Real Estate	Angela Thomas *NEW*



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EXECUTIVE COMMITTEE - Typically meets two Wednesdays before Board meeting

Downtown Property Holdings	Amy Pohlod - Chair
Board Emeritus	Douglas Fehan
City Manager	Tom Markus
Astrein's Creative Jewelers	Richard Astrein
Roberts Restaurants	Bill Roberts
Resident/Bus. Dev. Co-Chair	Michael McKenzie

MAINTENANCE COMMITTEE - Typically meets the 2nd Tuesday

Resident	Sarvy Lipari - Chair
Board Emeritus	Douglas Fehan
Downtown Property Holdings	Amy Pohlod
Central Park Properties	Steve Quintal
Roberts Restaurants	Bill Roberts

MARKETING AND ADVERTISING COMMITTEE - Typically meets the 3rd Thursday

Found Objects	Zachary Kay - Chair
Downtown Property Holdings	Amy Pohlod
Phoenicia	Samy Eid
Rivage Day Spa	Jessica Lundberg
St. Croix	Cynthia Fenner

SPECIAL EVENTS COMMITTEE - Typically meets the 2nd Friday

Astrein's Creative Jewelers	Richard Astrein - Chair
Board Emeritus	Douglas Fehan
Resident	Sarvy Lipari
Found Objects	Zachary Kay
Hazel's	Beth Hussey
Lux Travel Girl, Inc.	Kamala Cummings
Resident/Dream Cruise Committee	Richard Lilley *NEW*

Motion: To approve the slate of committee members and committee chairpersons as presented.



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Old Business

none

Executive Director Report

Staffing Updates

Interviews have been conducted for the part-time seasonal positions for the Farmers Market, and will be making offers this week to those selected for the three positions available.

Committee Needs

Need to schedule a joint meeting of the Chairs this month to discuss the business feature marketing initiative - in particular Business Development, Marketing and Special Events.

Recommend a few more committee members for Marketing and Maintenance Committees. If the Board has connections with individuals in the different district areas, please feel free to connect with them and coordinate a conversation with staff.

Business Recruitment Flyer

Attached and provided at the table is the Retail Market Profile that the Executive Director put together to help with business recruitment efforts. Also working on a property sale/lease template for brokers and property owners to use, as well as a map of key assets and businesses found in the district. These are all items brokers have suggested would help in their marketing efforts in having a consistent message for Birmingham.

Upcoming Events

- City of Birmingham Budget Hearing is April 29. The BSD will be up at 12noon.
- Ribbon cutting for Sugaring NYC is May 3 at 4 p.m., and Zahra on May 10 at 4 p.m.
- BSD Merchant meeting is tentatively scheduled for May 16 at 4 p.m. - stay tuned for details!
- The Main Street Oakland County Main Event awards program will be held on May 4 at the Strand Theater in Pontiac.
- The Executive Director will be attending ICSC Las Vegas May 21-23



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Grants in Pipeline

- The grant for the MML Foundation of \$5,000 has been submitted by the City for the ArtWalk.
- The grant for the Main Street Oakland County Strategic Organizational programs of up to \$5,000 has been submitted for the BSD to consolidate its CRM tools into one that supports the website, property data collection and constant contact.
- The MEDC has also announced its RAP 2.0 grant for placemaking and public/private development projects. The City is evaluating this grant potentially for supporting the Pierce Alley improvement project scheduled for Spring 2024.

Committee Updates

Special Events

The Farmers Market vendor booths are almost full for the entire season, with the availability only on certain days and reserved for products not currently booked. Opening Day is on May 7 from 9 a.m. - 2 p.m. Children submitted art designs for the market bag this year, and the winning design will be released on Opening Day. The top 10 other designs will also be on display at the market. The Rose Soiree restaurant sign up has been distributed, and working on developing the marketing elements for the event on June 5-11.

Marketing & Advertising

The committee completed the Spring Fashion Guide with Seen Magazine and Shannon Murphy and her husband as models. A printed version will be available at the Board table. Last month's social media report is included in the packet. The committee decided that adding in large community events, like the Concerts in the Park and Village Fair, to the website would be important for our web visitor experience. Edits to the Spring/Summer video is also underway.

Maintenance & Capital Improvements

The committee is meeting on Tuesday and will be discussing with Parking Manager Aaron Ford the curbside management plan and 15 minute parking zones. Application for design assistance from Main Street Oakland County has been submitted for the alley improvements.



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Business Development

The committee is meeting on Monday and will be discussing the business mix and recommendations from that, as well as a community survey to gather product demand.

Executive Committee

The Executive Committee will be meeting May 24. There was not a quorum for the April 26 meeting.

City of Birmingham
Birmingham Shopping District Meeting Minutes
Wednesday, April 19, 2023 - 8:00 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Wednesday, April 19, 2023, at 8:07 a.m. at The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT: Astrein, Lipari

ADMINISTRATION: Brook, Sheppard-Decius

ALSO PRESENT: Bob Kupfer

2. RECOGNITION OF VISITORS

3. APPROVAL OF MINUTES

MOTION: Motion by McKenzie, seconded by Kay, to approve the minutes dated March 2, 2023.

VOTE: Yeas: Eid, Hussey, Kay, Markus, McKenzie, Pohlod, Quintal, Roberts, Surnow
Nays: none
Absent: Astrein, Lipari

4. FINANCE REPORT – SHEPPARD-DECIUS

Sheppard-Decius explained that the reports in the board packet are from the end of February. Most of the expenses are from the spring fashion guide and the Spring Stroll. Overall, the financials are looking very strong.

Surnow shared that he visited during the Spring Stroll and that he was very pleased to see so many people attending and in downtown.

5. APPROVAL OF VOUCHERS

MOTION: Motion by Kay, seconded by Quintal, to approve the vouchers, dated April 19, 2023.

VOTE: Yeas: Eid, Hussey, Kay, Markus, McKenzie, Pohlod, Quintal, Surnow
Nays: none
Absent: Astrein, Lipari, Roberts (stepped out of room)

6. PRESENTATIONS

a. Tiffany Florist

Pohlod presented Kupfer with a gift basket and items recognizing their 50 years in business in Birmingham.

b. Village Players

Although a representative from Village Players was not in attendance, Pohlod recognized them for 100 years in Birmingham, which makes them the third oldest theater in Michigan.

7. NEW BUSINESS

a. FYE 2024-26 Budget

Sheppard-Decius reported that she updated the budget since the last meeting. The Business Development Committee budget is back to \$100,000 instead of \$80,000. More money has also been allocated to Maintenance & Capital Improvements Committee to cover things like new lights for the chandeliers. The Marketing Committee has moved money within their budget, but it did not change their overall budget.

Sheppard-Decius provided the highs and lows of the fund balance through the calendar year and found that it hits its lowest point in December when it is \$400,000-\$500,000. Over the next three years, the plan is to spend down the fund balance 3%-6% which will still leave the BSD in a healthy position.

There have been some staffing changes with the merger of the special events assistant position with the Farmers Market manager position and additional hours for a seasonal employee. The PR & marketing specialist position will also change to 30 hours per week, instead of the current 15 hours per week.

MOTION: Motion by Markus, seconded by Surnow, to approve the proposed FYE2024-2026 BSD budget as presented.

VOTE: Yeas: Eid, Hussey, Kay, Markus, McKenzie, Pohlod, Quintal, Roberts, Surnow

Nays: none

Absent: Astrein, Lipari

b. 2023 Marketing Budget

Sheppard-Decius explained that the committee recommended reducing the budget for Birmingham Bucks by \$2,000 and adding to Day on the Town \$2,000 in order for it to match the actual amount spent last year to promote the event.

MOTION: Motion by Quintal, seconded by Kay, to approve the proposed marketing budget totaling \$261,044 for calendar year 2023 as presented, pending any further FYE2024 budget changes.

VOTE: Yeas: Eid, Hussey, Kay, Markus, McKenzie, Pohlod, Quintal, Roberts, Surnow

Nays: none

Absent: Astrein, Lipari

c. BSD Bylaws

Markus called the board's attention to page 35 of the by-laws, Section V, where it says that the BSD board shall meet on a monthly basis. He pointed out that "shall" is mandatory, not permissive. Therefore,

the board must hold at least one meeting each month. If a quorum is not present, then you cannot conduct business. However, the board is required to try to meet each month.

Pohlod inquired about committees being able to discuss topics of interest, as long as no action is taken, if a quorum is not present. Markus warned the group to be careful about such meetings. Quintal questioned why the maximum number of committee members is set to eight. Sheppard-Decius responded that more than eight could become unwieldy, and anything less than five has proven difficult to meet quorum.

MOTION: Motion by Hussey, seconded by McKenzie, to adopt the BSD Bylaws as presented and authorize the Chairperson to execute the document on behalf of the BSD Board of Directors.

VOTE: Yeas: Eid, Hussey, Kay, Markus, McKenzie, Pohlod, Quintal, Roberts, Surnow

Nays: none

Absent: Astrein, Lipari

d. Strategic Plan 2023

Sheppard-Decius shared that the board held a second meeting to prioritize the goals and objectives that were discussed at the first meeting. Some goals were designated as internal goals and some external goals. Sub goals were also identified. Work will continue on an action plan for tracking and staying on target. The group also discussed key performance indicators. Sheppard-Decius shared that she streamlined the vision statement, which would make it easier to share.

A strategic plan like this typically lasts about 3-5 years. Pohlod suggested including the strategic plan in the new board member packet.

Markus stressed the importance of having a strategic plan in place and keeping it active.

MOTION: Motion by Quintal, seconded by Surnow, to approve the BSD Strategic Plan as presented and to direct the Committees to establish work plans based upon the goals and objectives

VOTE: Yeas: Eid, Hussey, Kay, Markus, McKenzie, Pohlod, Quintal, Roberts, Surnow

Nays: none

Absent: Astrein, Lipari

e. Holiday Lighting Plan

Sheppard-Decius reported that the Maintenance and Capital Improvements Committee extensively reviewed the holiday lighting plan and different options for the coming year. DPS shared cost estimates for the lights. They estimate it costing approximately \$600 per tree.

The committee is recommending Option 2 as the best at reducing costs while keeping the high quality look.

MOTION: Motion by Kay, seconded by McKenzie, to approve the 2023/24 holiday lighting plan option #2 which includes removing all trees per the Maintenance and Capital Improvement Committee's walk around plus the additional recommended removals and adding every other tree on South Old Woodward south of Brown St, for a total estimated cost of \$158,700 and BSD portion estimated cost of \$31,740.

VOTE: Yeas: Eid, Hussey, Kay, Markus, McKenzie, Pohlod, Quintal, Roberts, Surnow

Nays: none

Absent: Astrein, Lipari

f. Restaurant Promotion Plan

Sheppard-Decius explained that the Special Events committee decided not to hold Restaurant Week in January and February. They surveyed restaurants and held a brainstorming meeting. The group liked two ideas equally. The Special Events committee would like to hold Birmingham's Rosé Soirée in June and work on more of a marketing project that would feature different restaurants later this summer.

Restaurants wishing to participate in the Rosé Soirée would have a featured dish (or menu) and pair it with a rosé wine, cocktail or mocktail. The restaurants would donate to a local charity for each featured dish and rosé beverage purchased during the promotional period – June 5-June 11. Diners who purchase the featured items will be entered into a raffle to win a \$1,000 Birmingham Bucks shopping spree.

There is \$15,000 in the budget that was not used to promote Restaurant Week that can be used for this promotion instead.

MOTION: Motion by McKenzie, seconded by Kay, to approve up to \$15,000 for the Birmingham Rose Soiree restaurant promotion concept for June 5-11, 2023, from the Restaurant Week promotional budget

VOTE: Yeas: Eid, Hussey, Kay, Markus, McKenzie, Pohlod, Quintal, Roberts, Surnow

Nays: none

Absent: Astrein, Lipari

8. Old Business

6. REPORTS

a. EXECUTIVE DIRECTOR REPORT - SHEPPARD-DECIUS

Sheppard-Decius reported that Chief Grewe was a guest speaker at the March Merchant Meeting. She also let the board know that she was on the speaker panel at a Michigan Retailer Conference at the Townsend Hotel. She will be attending the Main Street Oakland County summit tomorrow and the Main Event at the beginning of May.

Sheppard-Decius called attention to the Holiday Impact Report in the board packet. She plans to produce something similar a few times a year to highlight achievements. Fehan suggested sharing the document with the community and City Commission.

Sheppard-Decius recognized Comerford for her dedication to the BSD as she has recently reached her 30-year anniversary. The Board was interested in formally recognizing her.

b. COMMITTEE REPORTS:

SPECIAL EVENTS – SHEPPARD-DECIUS

Sheppard-Decius shared that the committee discussed the restaurant promotion ideas from earlier in the meeting. The Spring Stroll event went well. We had wonderful weather and a great turnout from attendees. The Farmers Market will open on May 7.

MARKETING & ADVERTISING - KAY

Kay reported that the spring photo shoot went well. The finished products should be ready to share at the next board meeting. The teasers shared on Instagram received a great response.

Sheppard-Decius added that they are working on year-long marketing and ad plans.

MAINTENANCE/CAPITAL IMPROVEMENTS – POHLOD

Pohlod reported that the committee had completed their discussion of holiday lighting and is now looking into making improvements to the alleys. Markus shared that the City will be rebuilding some of the alleys this year. Therefore, he advised having a conversation with the engineering department.

BUSINESS DEVELOPMENT - MCKENZIE

McKenzie shared that the Business Mix Analysis will be presented next month. Two potential committee members attended the last meeting and shared new perspectives. The committee would like to prepare more materials to assist brokers.

EXECUTIVE COMMITTEE REPORT - POHLOD

No meeting was held, due to a lack of quorum.

c. PARKING REPORT – SHEPPARD-DECIUS

Sheppard-Decius reported that the parking advisory board is looking into increasing fines assessed for parking tickets and the fees for monthly parkers in the structures.

d. WAYFINDING REPORT – FEHAN

Fehan shared that the newly hired consultants, Corbin Design from Traverse City, attended the last Wayfinding meeting and toured the city. He will bring more information from them to the next board meeting.

7. 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 explained that the new by-laws offer an opportunity for board member absences to be excused. This will begin at the next meeting.

Markus suggested using a consent agenda at future meetings to help streamline the meetings. He also shared that the N. Old Woodward parking structure is undergoing repairs and the discussion of its future will need to be revisited soon. Markus called attention to the fact that Commission would be working on

a marijuana ordinance at its next meeting. He feels it is important for them to have guidelines in place before members of the public start petitioning for specific locations.

11. ADJOURNMENT – 9:57 A.M.

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

Amy Pohlod, BSD Board Chair

Date

DRAFT

Fund 235.0 PRINCIPAL SHOPPING DISTRICT

GL Number	Description	Balance
*** Assets ***		
235.0-000.000-005.0000	CASH AND INVESTMENTS	1,514,574.98
235.0-000.000-036.0000	MISCELLANEOUS	32,529.72
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	111,630.36
235.0-000.000-047.0887	PSD 2021-2022 DELQ SAD	7,607.93
Total Assets		1,664,729.27
*** Liabilities ***		
235.0-000.000-202.0000	ACCOUNTS PAYABLE	14.89
235.0-000.000-255.0001	GIFT CERTIFICATES	600.00
235.0-000.000-362.0300	DEFERRED INFLOWS - MISCELLANEOUS I	30,916.00
235.0-000.000-362.0700	DEFERRED INFLOWS - SPECIAL ASSESSM	111,630.36
235.0-000.000-362.0800	DEFERRED INFLOWS - DELQ SPECIAL AS	7,607.93
Total Liabilities		150,769.18
*** 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		506,899.36
Ending Fund Balance		1,513,960.09
Total Liabilities And Fund Balance		1,664,729.27

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 03/31/2023

GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	END BALANCE 06/30/2022	2022-23 AMENDED BUDGET	ACTIVITY FOR MONTH 03/31/23	YTD BALANCE 03/31/2023	% 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	561,086.12	1,056,638.64	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	0.00	0.00
SPECIAL ASSESSMENTS		1,054,970.00	1,060,848.88	1,101,370.00	561,086.12	1,065,981.03	96.79
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	1,902.20	10,853.93	204.41
INTEREST AND RENT		(19,300.00)	(22,197.99)	5,310.00	1,902.20	10,853.93	204.41
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	17,866.00	185,426.00	115.89
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	17,866.00	185,426.00	115.89
Total Dept 000.000		1,235,230.00	1,250,507.89	1,464,815.00	580,854.32	1,262,260.96	86.17
TOTAL REVENUES		1,235,230.00	1,250,507.89	1,464,815.00	580,854.32	1,262,260.96	86.17
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	1,828.24	15,713.63	69.96
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	136.94	1,056.14	61.40
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 03/31/2023

GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	END BALANCE 06/30/2022	2022-23 AMENDED BUDGET	ACTIVITY FOR MONTH 03/31/23	YTD BALANCE 03/31/2023	% 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	5.77	49.49	61.86
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	1,970.95	16,819.26	52.49
Total Dept 175.000 - PUBLIC RELATIONS							
		30,660.00	22,927.15	32,040.00	1,970.95	16,819.26	52.49
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	3,507.38	39,868.30	67.04
235.0-441.005-702.0002	OVERTIME PAY	27,770.00	23,558.31	31,050.00	1,545.27	16,699.41	53.78
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	374.41	4,227.41	58.88
235.0-441.005-711.0002	HOSPITALIZATION	12,510.00	10,157.01	13,190.00	949.69	7,258.45	55.03
235.0-441.005-711.0003	LIFE INSURANCE	200.00	280.25	210.00	18.64	189.72	90.34
235.0-441.005-711.0004	RETIREE HEALTH CARE CONTRIBUTION	8,840.00	7,475.64	8,900.00	589.72	5,510.96	61.92
235.0-441.005-711.0005	DENTAL/OPTICAL	660.00	703.06	690.00	51.36	528.69	76.62
235.0-441.005-711.0006	ST/LT DISABILITY INSURANCE	670.00	649.00	710.00	44.80	467.73	65.88
235.0-441.005-711.0007	WORKER'S COMPENSATION	1,640.00	1,377.79	1,720.00	98.91	1,111.51	64.62
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	5,314.50	71.91
235.0-441.005-711.0011	HRA CONTRIBUTIONS	100.00	0.00	100.00	0.00	0.00	0.00
235.0-441.005-711.0012	RETIREMENT DEFINED CONTRIBUTION	2,340.00	5,609.68	2,670.00	421.92	4,255.16	159.37
235.0-441.005-711.0013	RET HLTH SVGS CONTR EMPLR	1,040.00	1,707.26	1,070.00	111.60	1,188.09	111.04
PERSONNEL SERVICES		129,970.00	123,668.30	134,640.00	8,304.20	86,792.31	64.46
OTHER CHARGES							
235.0-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	43,000.00	41,993.27	43,000.00	1,708.12	27,256.95	63.39
OTHER CHARGES		43,000.00	41,993.27	43,000.00	1,708.12	27,256.95	63.39
Total Dept 441.005 - DOWNTOWN MAINTENANCE							
		172,970.00	165,661.57	177,640.00	10,012.32	114,049.26	64.20
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	18,302.75	141,450.29	57.70
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	1,367.97	10,653.20	56.79
235.0-720.000-711.0002	HOSPITALIZATION	37,340.00	23,873.91	39,210.00	3,266.67	14,901.89	38.01
235.0-720.000-711.0003	LIFE INSURANCE	950.00	863.54	950.00	72.69	260.09	27.38
235.0-720.000-711.0004	RETIREE HEALTH CARE CONTRIBUTION	6,420.00	6,479.74	6,310.00	529.41	4,805.42	76.16
235.0-720.000-711.0005	DENTAL/OPTICAL	1,700.00	75.68	1,400.00	127.70	460.35	32.88
235.0-720.000-711.0006	ST/LT DISABILITY INSURANCE	1,020.00	690.43	840.00	76.62	276.20	32.88
235.0-720.000-711.0007	WORKER'S COMPENSATION	760.00	987.04	770.00	57.65	453.12	58.85

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 03/31/2023

GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	END BALANCE 06/30/2022	2022-23 AMENDED BUDGET	ACTIVITY FOR MONTH 03/31/23	YTD BALANCE 03/31/2023	% 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	5,052.78	74.86
235.0-720.000-711.0011	HRA CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00
235.0-720.000-711.0012	RETIREMENT DEFINED CONTRIBUTION	10,770.00	7,201.78	8,810.00	803.86	2,813.51	31.94
235.0-720.000-711.0013	RET HLTH SVGS CONTR EMPLR	1,820.00	1,659.00	1,820.00	140.00	490.00	26.92
PERSONNEL SERVICES		296,670.00	284,491.97	330,750.00	25,306.74	182,179.94	55.08
OTHER CHARGES							
235.0-720.000-801.0200	LEGAL SERVICES	3,000.00	5,552.00	3,000.00	0.00	1,777.25	59.24
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	0.00	5,560.00	81.05
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	53,500.00	90.68
235.0-720.000-829.0200	WEB SITE MAINTENANCE	10,000.00	11,960.00	13,240.00	85.33	8,637.83	65.24
235.0-720.000-851.0000	TELEPHONE	1,750.00	1,625.41	1,750.00	0.00	1,036.40	59.22
235.0-720.000-881.0000	MARKETING & ADVERTISING	150,000.00	192,057.73	227,000.00	274.69	95,252.88	41.96
235.0-720.000-882.0000	PUBLIC RELATIONS	10,000.00	10,259.82	10,000.00	0.00	2,579.99	25.80
235.0-720.000-883.0000	TENANT RECRUITMENT	100,000.00	95,746.92	100,000.00	0.00	6,649.76	6.65
235.0-720.000-888.0000	SPECIAL EVENTS	200,000.00	189,974.05	200,000.00	14.89	172,426.65	86.21
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	25,435.03	42.39
235.0-720.000-933.0200	EQUIPMENT MAINTENANCE	1,200.00	1,039.44	1,200.00	0.00	410.40	34.20
235.0-720.000-935.0200	MAINTENANCE SHOPPING DIST	70,000.00	72,202.86	127,625.00	0.00	28,221.05	22.11
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	23,640.03	75.00
235.0-720.000-944.0000	BUILDING OR FACILITY RENT	12,000.00	12,000.00	12,000.00	1,000.00	9,000.00	75.00
235.0-720.000-957.0100	TRAINING	1,000.00	0.00	3,000.00	0.00	588.60	19.62
235.0-720.000-957.0300	MEMBERSHIPS AND DUES	1,600.00	3,079.95	2,500.00	0.00	1,439.00	57.56
235.0-720.000-957.0400	CONFERENCES & WORKSHOPS	3,000.00	1,176.11	1,250.00	0.00	850.00	68.00
235.0-720.000-960.0400	LIABILITY INSURANCE	4,500.00	4,500.00	4,730.00	394.17	3,547.53	75.00
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	4,395.75	441,702.06	48.12
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	0.00	611.08	17.46
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	0.00	611.08	9.40
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	29,702.49	624,493.08	49.76
TOTAL EXPENDITURES		1,235,230.00	1,210,629.77	1,464,815.00	41,685.76	755,361.60	51.57
Fund 235.0 - PRINCIPAL SHOPPING DISTRICT:						018	
TOTAL REVENUES		1,235,230.00	1,250,507.89	1,464,815.00	580,854.32	1,262,260.96	86.17

REVENUE AND EXPENDITURE REPORT
PERIOD ENDING 03/31/2023

GL NUMBER	DESCRIPTION	2021-22	END BALANCE	2022-23	ACTIVITY FOR	YTD BALANCE	% BDGT
		AMENDED BUDGET	06/30/2022	AMENDED BUDGET	MONTH 03/31/23	03/31/2023	USED
Fund 235.0 - PRINCIPAL SHOPPING DISTRICT							
TOTAL EXPENDITURES		1,235,230.00	1,210,629.77	1,464,815.00	41,685.76	755,361.60	51.57
NET OF REVENUES & EXPENDITURES		0.00	39,878.12	0.00	539,168.56	506,899.36	100.00

Birmingham Principal Shopping District Board**Voucher List For:** 05/04/2023

Early Release	Vendor	Description	Account	Amount
	AMAZON CAPITAL SERVICES INC	FRAMES FOR BUS ANNIVERSARIES	TENANT RECRUITMENT	75.41
	ART/DESIGN GROUP LTD	ARTWORK FOR BFM AND GENERAL AND ART & PRINT OF BUS ANN DECALS	MARKETING & ADVERTISING	1,611.00
	BEIER HOWLETT P.C.	MISC LEGAL SERVICES	LEGAL SERVICES	808.50
	COSTCO MEMBERSHIP	ANNUAL MEMBERSHIP	MEMBERSHIPS AND DUES	60.00
	DOWNTOWN PUBLICATIONS INC	ADVERTISING - FARMERS MARKET	MARKETING & ADVERTISING	328.00
	JAIMI BROOK	SPRING STROLL GIVEAWAYS	SPECIAL EVENTS	118.75
	JCC CREATIVE LLC	ADDITIONAL PHOTOGRAPHY SERVICES	MONTHLY PHOTOGRAPHY SERVICES	500.00
	MARGARET SCHMALTZ	PERFORMANCE AT BFM 6/4	SPECIAL EVENTS	200.00
	MARIA FOURNIER	PERFORMANCE AT BFM 5/28	SPECIAL EVENTS	200.00
	MILES PARTNERSHIP LLLP	MONTHLY WEBSITE MAINTENANCE AND UPDATES	WEB SITE MAINTENANCE	2,980.00
	MY CONCIERGE	DINING CARDS	MARKETING & ADVERTISING	598.00
	NICOLE GERKEY	GIFTS FOR BUSINESS ANNIVERSARIES	TENANT RECRUITMENT	143.00
	ROBERT MONTELEONE	PERFORMANCE AT BFM 5/21	SPECIAL EVENTS	200.00
	SIGNS-N-DESIGNS INC	FARMERS MARKET BANNERS	MARKETING & ADVERTISING	990.00
	SP+ CORPORATION	EMPLOYEE PARKING JAN - APR	OTHER CONTRACTUAL SERVICE	1,400.00

Birmingham Principal Shopping District Board**Voucher List For:** 05/04/2023

Early Release Vendor	Description	Account	Amount
		Total:	\$ 10,212.66
<hr/>			
Journal Entries			
	City of Birmingham - Day On The Town Est costs		\$ 7,975.63
	City of Birmingham - Farmers Market Est costs		7,950.22
	Total Journal Entries		<hr/> \$ 15,925.85 <hr/> <hr/>

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

Board Chair _____ **Date** _____



APPLICATION FOR BIRMINGHAM SHOPPING DISTRICT COMMITTEE

Thank you for your interest in serving on a Birmingham Shopping District (BSD) Committee. The purpose of this form is to provide the BSD Board with basic information about applicants considered for appointment. The information included on this form is open to the public. All Board and Committee members are subject to the provisions of the Ethics Ordinance (Chapter 2, Article IX of the City Code).

Information on various committees can be found on the BSD website at https://www.allinbirmingham.com/about/bsd_committees

(Please print clearly)

Committee of Interest Business Development, Marketing

Name Carlie Quezada

Phone [REDACTED]

Residential Address [REDACTED] Greenleaf Drive, Royal Oak, MI 48009

Email [REDACTED]

Business Address 215 N Old Woodward, Birmingham, MI 48009

Occupation Business Owner, Supernatural

Reason for Interest: Explain how your background and skills will enhance the committee to which you have applied

I grew up in Birmingham and have a strong personal interest in seeing it attract and retain businesses that contribute to its unique character. As a business owner, I care deeply about this as well. My professional background before opening my shop in 2017 was in design, marketing, and community engagement.

List your related employment experience Related to business development, I have been a business owner in Downtown Birmingham for over 5 years. I have had two locations in Birmingham in that time and have intimate knowledge of negotiating leases, dealing with city regulations, and have managed to survive not only COVID but three rounds of major construction, and opening another location in Los Angeles. Related to marketing, beyond obviously marketing my own business, I worked for MOCAD as the PR coordinator, at various global ad agencies in production (which involves both creative and the business side), and as a project manager at a local design firm specializing in social justice & other creative organizations.

List your related community activities I have been less involved in community activities but eager to do so by participating more actively in the BSD. Since opening in 2017, I have been to probably 90% of the merchant meetings and also attended the City's strategic planning community meetings.

List your related educational experience I have a degree in both History of Art and Criminal Psychology from the University of Michigan.

With this educational background, I have a sharp analytical approach to creative problem solving, as well as a sophisticated eye/ear for visuals and messaging, and their connection to larger political, social, creative, and other concepts.

To the best of your knowledge, do you or a member of your immediate family have any direct financial or business relationships with any supplier, service provider or contractor of the City of Birmingham or Birmingham Shopping District from which you or they derive direct compensation or financial benefit? If yes, please explain:

No

Signature of Applicant

April 27, 2023

Date



BIRMINGHAM
SHOPPING DISTRICT

APPLICATION FOR BIRMINGHAM SHOPPING DISTRICT COMMITTEE

Thank you for your interest in serving on a Birmingham Shopping District (BSD) Committee. The purpose of this form is to provide the BSD Board with basic information about applicants considered for appointment. The information included on this form is open to the public. All Board and Committee members are subject to the provisions of the Ethics Ordinance (Chapter 2, Article IX of the City Code).

Information on various committees can be found on the BSD website at
https://www.allinbirmingham.com/about/bird_committees

(Please print clearly)

Committee of Interest BUSINESS DEVELOPMENT COMMITTEE

Name DAN GILBERT

Phone XXXXXX

Email xxxxxx

Residential Address 100 GUNDER RICH HILLS, MI

Business Address BANK OF ANN ARBOR-B'HAM 48309
33583 WOODWARD
BIRMINGHAM, MI 48209

Occupation BUSINESS DEVELOPMENT
MANAGER

Reason for Interest: Explain how your background and skills will enhance the committee to which you have applied

HAVE WORKED AT 3 DIFFERENT COMMUNITY BANKS IN BIRMINGHAM FOR 35+ YEARS
AND UNDERSTAND WHERE CITY HAS BEEN AND HAVE VESTED INTEREST IN WHERE
THEY WANT TO GO

List your related employment experience FIDELITY BANK (MAIN OFFICE - MAPLE & ADAMS) 30 YRS.
AS BRANCH MGR, LEVEL ONE BANK (BLOOMFIELD, B'HAM OFFICE 6 YRS.),
BANK OF ANN ARBOR-B'HAM 4 YRS.

List your related community activities BNI NETWORKING GROUP 10+ YRS, FORMERLY WITH
BLOOMFIELD HILLS OPTIMIST CLUB - 36 YRS, BIRMINGHAM BOWLED CHAMBER AMBASSADOR
~ 12 YRS.

List your related educational experience DCDS (H.S.), ALBION COLLEGE, B.A.

To the best of your knowledge, do you or a member of your immediate family have any direct financial or business relationships with any supplier, service provider or contractor of the City of Birmingham or Birmingham Shopping District from which you or they derive direct compensation or financial benefit? If yes, please explain:
NO

Dan Gilbert
Signature of Applicant

3/27/23
Date

3/27/23



APPLICATION FOR BIRMINGHAM SHOPPING DISTRICT COMMITTEE

Thank you for your interest in serving on a Birmingham Shopping District (BSD) Committee. The purpose of this form is to provide the BSD Board with basic information about applicants considered for appointment. The information included on this form is open to the public. All Board and Committee members are subject to the provisions of the Ethics Ordinance (Chapter 2, Article IX of the City Code).

Information on various committees can be found on the BSD website at https://www.allinbirmingham.com/about/bd_committees
(Please print clearly)

Committee of Interest: BSD Events Committee

Name Richard M Lilley
Residential Address xxx Cherry Ct, B-ham
Business Address Same

Phone xxxxxxxxx
Email xxxxxx
Occupation Semi-retired

Reason for Interest: Explain how your background and skills will enhance the committee to which you have applied
Woodward Dream Cruise/Birmingham Cruise Event committee 20 years: Volunteer Coordinator/event parking: 25 year volunteer

List your related employment experience: Business owner 27 years

List your related community activities: Allen House Board of Directors (5 Years) before Historical Society takeover, 15 year volunteer Cranbrook House and Gardens (served on Board for 6 years), Board of Zoning Appeals 3+ years

List your related educational experience _____

To the best of your knowledge, do you or a member of your immediate family have any direct financial or business relationships with any supplier, service provider or contractor of the City of Birmingham or Birmingham Shopping District from which you or they derive direct compensation or financial benefit? If yes, please explain:
No

Electronically submitted: Richard M Lilley
Signature of Applicant

Date: March 9, 2023

Return the completed and signed application form to: Birmingham Shopping District, 151 Martin, Birmingham, MI 48009 or by email info@allinbirmingham.com

Maintenance/Capital Improvement Committee Meeting Minutes
151 Martin Street, Conference Room 203
April 11, 2023

Chairperson Lipari called the meeting to order at 8:34 a.m.

Members in Attendance: Sarvy Lipari (Chair), Amy Pohlod (Vice Chair), Steve Quintal,
Members Absent: Doug Fehan
Staff Present: Cristina Sheppard-Decius, Melinda Comerford, Brendan McGaughey, Brad McNab, Carrie Laird

Approval of Minutes: Motion by Quintal, seconded by Pohlod, to approve the minutes dated March 11, 2023.

There was no public comment.

Holiday Lighting Plan Updates:

- a. **Electrical near Bridge/Booth Park** – Laird stated that there is a preliminary budget for 2024-2025 DPS improvements on North Old Woodward that include electrical.
- b. **Interactive Display/Lighting for Alleys** – Sheppard-Decius reached out to holiday décor companies about interactive display ideas and is waiting to hear back. Lipari suggested highlighting trees that are multi-color, interactive with music.

Alley Improvements – Sheppard-Decius provided several pictures of alleys in Michigan for ideas. Committee agreed to only update walkable alleys. Committee agreed that key features should be greenspace, dumpsters, art, historic images (where applicable), safety, signage/wayfinding and lighting. Need to inquire with City on what will be allowed for lighting. Committee looked at Willits and Hamilton alleys and discussed different ideas. Sheppard-Decius will gather further ideas and apply to Main Street Oakland County for design assistance.

Wayfinding Public Input Session – Sheppard-Decius reminded the committee of the upcoming meeting April 17. Committee discussed pedestrian signage and pulling data from our website.

Other 2023/24 Goals/Objectives On Deck – Scheduling a walk-through of Triangle District in June. Connecting with Engineering on landscape plans for south of Landon. Request Aaron Ford to provide an overview of current curbside management plan of 15 minute spots in district at next meeting.

Meeting adjourned at 9:28 a.m.

Next meeting: Tuesday, May 2, at 8:30 a.m. – Regular Meeting

Drafted by: M. Comerford
Reviewed by: C. Sheppard-Decius
4/24/23

Marketing and Advertising Committee Meeting Minutes
151 Martin Street, Conference Room 202 & 203
April 20, 2023

In Attendance: Z. Kay (Chairperson), A. Pohlod, C. Fenner, C. Sheppard-Decius, E. Bassett, C. Quezada

Absent: J. Lundberg, S. Eid

The meeting was called to order at 8:44 a.m.

There was no public comment.

Approval of Minutes: Motion by Pohlod, seconded by Fenner, to approve the minutes dated March 16, 2023.

Social Media and Website Metrics – March Data: Bassett presented the March Social Media and Website Analytics report. Data was tracking as expected. Instagram experienced a significant boost in engagement contributed to the social media reel from the spring fashion photo shoot. Bassett to discuss web bounce rate with Miles.

Spring Fashion Video and Insert Update: The spring fashion insert is complete and will be distributed via Seen Magazine to homes on May 1. The BSD office will receive additional copies of the magazine. A digital version of the insert, social media images and reels should be completed within the next week and will start being promoted in May. BSD staff will begin to update the spring/summer video with Seen Media.

Niche Marketing:

- **Restaurant Features:** The Committee discussed the opportunity to promote not only restaurants, but also retailers and select service businesses to increase traffic to the BSD website/partner referrals. The Committee reviewed a proposal from MetroMode and digital content from Bureau Detroit. The BSD will request a revised 6-feature proposal from MetroMode and their audience breakdown and click through rates by region, and will reach out to Bureau Detroit for capabilities and pricing. Z. Kay advised that the Committee would need to establish criteria on how businesses are selected prior to moving forward. The Committee also discussed potentially partnering with the Business Development Committee on this initiative.
- **Rosé Soirée :** Sheppard-Decius provided an update on the event. Sheppard-Decius will connect with Caps & Conquer to confirm participation. The marketing budget for the week-long event will be \$15,000. Diners participating in the event can enter to win a \$1,000 Birmingham Bucks e-Gift Card.

Website Update: Bassett provided an update on the Miles contract, and February and March invoices. Sheppard-Decius advised that BSD staff is investigating web hosting and CRM solutions, and is targeting the fall to implement a new domain (www.downtownbirminghammi.com).

Re-Use of Bham Bucks Not Expended with Upcoming Conferences: Sheppard-Decius reported that bucks were distributed during the Spring Stroll event. The Committee discussed various opportunities to giveaway remaining bucks:

- **Farmers Market Ideas:**
 - Win a \$100 bucks gift card weekly or a one-time \$500 bucks gift card
 - Join our email list to enter
 - Social media posts (share, tag, follow) to enter
- **General:**
 - Social media posts (share, tag, follow) to enter
 - Support other summer marketing initiatives/events (exclude movie nights)

Other Business:

- Sheppard-Decius to schedule a joint Special Events and Marketing Committee Meeting
- Sheppard-Decius to schedule Quarterly Committee Chair Meetings
- Moving forward, Committee agendas should include a 1-pg strategic plan objectives on the reverse side
- Marketing Committee agenda – keep ongoing projects on the agenda, even if not a topic of discussion at that particular meeting. Add branding scope of work, website update to May Marketing Committee agenda.
- Pohlod requested that relevant City of Birmingham and other events happening downtown, be added to the BSD calendar. Only events that meet the BSD's criteria and have submitted a special events permit will be considered.

The meeting ended at 10:01 a.m.

Drafted by: E. Bassett

Reviewed by: C. Sheppard-Decius

March Advertising and Marketing Report

Top FACEBOOK Posts

Date Range: 3/1/2023 – 3/31/2023

Top INSTAGRAM Posts

FACEBOOK	Current Month	Previous Month	+/-	2022 Month	+/-
Page Likes	12,569	12,264	+2.5%	--	--
Reach	28,315	34,435	-17.8%	17,001	+66.5%
Page Visits	1,458	1,155	+26.2%	585	+149.2%
New Likes	305	176	+73.3%	37	+724.3%

Boost again

Calling all artists in grades K-8! Participate in the Birmingham Spring Stroll event by designing a tote bag for the market. The winning design will be featured on the market's tote bag for the year.

March 9, 2023 at 2:18 PM
ID: 512792231009501

Boost unavailable for ads

[03/13/2023] Promoting Birmingham Shopping District
March 13, 2023 at 2:11 PM
ID: 23852867568980071

Interactions
62 reactions

INSTAGRAM	Current Month	Previous Month	+/-	2022 Month	+/-
Page Followers	5,915	5,836	+1.4%	--	--
Reach	28,525	14,340	98.9%	10,455	+172.8%
Profile Visits	596	834	-28.5%	958	-37.78%
New Followers	79	165	-52.1%	--	--

Boost unavailable

Event: Birmingham Spring Stroll
March 22, 2023 at 2:42 PM
ID: 23852978774370071

Interactions
22 reactions 1 share

HIGHLIGHTS:

- Paid Reach 30,800
- March social media focus: Spring Stroll event, shopping and dining, business highlights and small business information/best of voting
- Month over month, reach was down 18% on Facebook and up 278% on Instagram. New likes/followers were up 73% on Facebook and down 52% on Instagram. We had less variety of boosted posts on both platforms, though we did boost Spring Stroll (ad spend ~\$300).
- Year over year, reach was up 66% on Facebook and 172% on Instagram. New likes were also up significantly.
- Website: Month over month, user and page view metrics were each up 26%. Year over year, users and views were up 6% and down 5%, respectively.

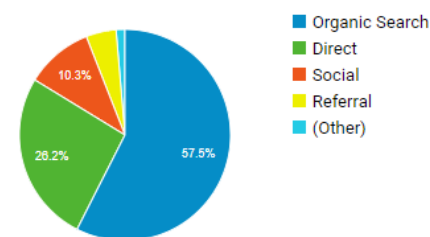
Website Performance Metrics

	Current Month	Previous Month	+/-	2022 Month	+/-
Users	4,697	3,717	+26.37%	4,414	+6.41%
Page Views	10,347	8,166	+26.7%	10,845	-4.6%
Bounce Rate	53.97%	54.49%	--	49.94%	--
Avg. Duration	01:33min.	1:47min.	--	01:42min.	--
Partner Referrals	539	396	+36.1%	573	-5.93%

Traffic

Page	Pageviews	% Pageviews
1. /home	2,284	22.07%
2. /calendar	988	9.55%
3. /visitors/farmers-market	780	7.54%
4. /shops	701	6.77%
5. /shops?cat=all	466	4.50%
6. /things-to-do	428	4.14%

Top Channels





Radio personality
Shannon Murphy and
her fiancé Wes Whitlam
showcase spring styles
from their favorite stores
in Birmingham

Cute couple alert! Birmingham resident and co-host of iHeartRadio's Mojo In The Morning show Shannon Murphy recently got engaged to Director of Software Engineering and competitive obstacle course race athlete Wes Whitlam. We caught up with this adorable duo in downtown Birmingham where they modeled looks from a few of their favorite local stores.

Sponsored by Birmingham Shopping District

ON SHANNON

BELLA DAHL top, \$172, Caruso Caruso. **SPRWVN** jeans, \$295, Lori Karbal. **MARNI** earrings, \$535, and **DRIES VAN NOTEN** clutch, \$890, Tender. **JAMIE JOSEPH** ring \$1,125, My House of Style.

ON WES

VELVET shirt, \$150, and **MONFRÉRE** jeans, \$225, Caruso Caruso. **DONALD PLINER** loafers \$295, dolce moda.



*"My girlfriends
and I love hopping on
our bikes and popping
around town for drinks
at all of our
favorite places."*

— Shannon

Photography by
Boswell Hardwick

Styled by
Clare Pollard


Hair by
Karsyn McClellan
from 6 Salon

Makeup by
Cecilia Cavaliere
from 6 Salon

Photographed on location
at Tallulah Wine Bar and
Bistro, Serena & Lily and
Commonwealth Cafe.

ON SHANNON

GENERATION LOVE jacket, \$385, and **SPRWMM** t-shirt,
\$95, Lori Karbal. **FRAME** jeans, \$255, Caruso Caruso.
RODO shoes, \$655, Tender. **LIZ GORDON DESIGNS**
necklace, \$1,650 and **BRAZIL ARTISANS** gold hoops,
\$50, My House of Style. Gold hobo bag, \$795, B.May.



*"Even when I'm
out of town on vacation
or for work, I truly love
coming HOME. I feel
incredibly lucky to live here;
it's pretty darn special."*

— Shannon

ON SHANNON

MARNI top, \$835, skirt, \$595, **ALEXA WAGNER** shoes, \$795 and **SIMONE ROCHA** earrings, \$550, Tender. Gold tipped embossed ostrich clutch, \$450. B.May.

ON WES

RAG & BONE jeans, \$195, Caruso Caruso. **AVENUE 21** shirt, \$165 and **DONALD PLINER** loafers, \$295, dolce moda. **FAHERTY** knit blazer, \$198, available at Caruso Caruso and Faherty.



ON SHANNON
FRAME lavender silk camisole \$40, Rotate Boutique.
CARA CARA pants, \$395, Found Objects.
BRAZIL ARTISANS gold cuff, \$255, My House of Style.



ON WES
FRAME denim shirt \$128, and **MONFRÉRE** olive jeans, \$198, Caruso Caruso. **DONALD PLINER** loafers \$295, dolce moda.



*"I'm obsessed
with the C-Latte at
Commonwealth!
I could drink one
every single day and
be so happy."*

— Shannon

ON WES

FAHERTY light blue button henley \$118, available at Caruso Caruso and Faherty. **VUORI** joggers \$98, Steele Angel. **NEW BALANCE** sneakers \$100, Gazelle Sports.

ON SHANNON

VELVET shirt, \$218, Caruso Caruso. **VARLEY** leggings, \$78, Gazelle Sports. **BRAZIL ARTISANS** gold necklace \$165, and gold hoops, \$50, My House of Style. Isabel Marant sneakers, Shannon's own.



BIRMINGHAM

SHOPPING DISTRICT

Shop these looks and more in downtown Birmingham

DOWNTOWN BIRMINGHAM RETAIL GUIDE

ANTIQUES & GALLERIES

CRIMSON ROSE ANTIQUES

205 Pierce Street, Suite 103
248-203-2950

DAVID KLEIN GALLERY

163 Townsend Street
248-433-3700

DEDE & JIM TAYLOR ANTIQUES

205 Pierce Street
248-594-8330

MERWIN'S ANTIQUES GALLERY

554 North Old Woodward Ave.
248-258-3211

ROBERT KIDD GALLERY

107 Townsend Street
248-642-3909

APPAREL, ACCESSORIES AND FOOTWEAR

ABC VINTAGE

154 West Maple Road
248-731-7460

ALLEN EDMONDS

142 West Maple Road
248-205-4089

ANTHROPOLOGIE

214 West Maple Road
248-593-5653

ANTONIO'S BRIDAL

526 North Old Woodward Ave.
248-645-6262

B.MAY

576 North Old Woodward Ave.
248-686-3389

BIRMINGHAM BRIDAL

534 North Old Woodward Ave.
248-225-5453

BRIDAL COUTURE OF BIRMINGHAM

912 South Old Woodward Ave.
248-645-0500

CARUSO CARUSO

166 West Maple Road
248-645-5151

CHRYSLIS COUTURE

554 North Old Woodward Ave.
248-396-2767

CICCHINI CUSTOM CLOTHIER

494 South Old Woodward Ave.
248-646-0535

CLAYMORE SHOP

908 South Adams Road
248-642-7755

CRAIG RYAN FINE CLOTHING

147 Pierce Street
248-731-7343

DAVID ABRAHAM CUSTOM CLOTHIERS

261 East Maple Road, Suite 210
248-385-3031

DESSIS

222 East Maple Road
248-635-4621

DOLCE MODA

323 East Maple Road
248-399-6200

EGG NEW YORK

244 East Maple Road
248-645-0400

EVEREVE

138 South Old Woodward Ave.
248-846-1120

FAB'RIK

123 West Maple Road
248-885-8750

FAHERTY

128 South Old Woodward Ave.
947-237-4045

FOUND OBJECTS

168 South Old Woodward Ave.
248-220-4999

HARP'S LINGERIE

265 South Old Woodward Ave.
248-642-2555

JARBO

203 East Maple Road
248-220-4071

JAUS

311 East Maple Road
248-283-3994

JOHNNY WAS

115 South Old Woodward Ave.
947-218-6022

JOS. A. BANK

275 East Maple Road
248-593-5164

LIL' RASCALS

580 North Old Woodward Ave.
248-731-7701

LOLAB. COUTURE

568 North Old Woodward Ave.
248-594-6160

LORI KARBAL

560 North Old Woodward Ave.
248-258-1959

LULULEMON

101 South Old Woodward Ave.
248-593-9760

MAXIMILIAN AT CERESNIE & OFFEN FURS

181 South Old Woodward Ave.
248-642-1690

PARKS TAILORING

894 South Adams Road
248-644-2460

PETITE CABANE

205 East Maple Road
248-792-7979

REVIVE

157 West Maple Road
248-731-7849

ROMA SPOSA

708 North Old Woodward Ave.
248-723-4300

ROOTS

211 West Maple Road
248-723-1407

ROTATE BOUTIQUE

361 East Maple Road
248-885-8179

SPOSA BELLA COUTURE

620 North Old Woodward Ave.
248-480-4902

ST. CROIX SHOP

268 West Maple Road
248-816-1390

STATE & LIBERTY

141 West Maple Road
248-946-6131

STEELE ANGEL

150 West Maple Road
248-712-4441

STERR & DOON

742 North Old Woodward Ave.
248-645-6675

SUNDANCE SHOES

235 South Old Woodward Ave.
248-385-5960

SUPERNATURAL

215 North Old Woodward Ave.
248-792-7433

TENDER

271 West Maple Road
248-258-0212

THE GREAT EROS

245 West Maple Road
248-792-9247

THE SUIT BAR

155 South Bates Street
248-250-3181

UNTIED ON WOODWARD

223 South Old Woodward Ave.
248-792-6828

VIA MANZONI

239 Pierce Street
248-230-9920

VIGA USA

152 North Old Woodward Ave.
248-540-0105

VOILA BOUTIQUE

395 Hamilton Row
248-385-1313

WOODWARD STANDARD PRINT HOUSE

282 West Maple Road
248-839-5868

DRUGSTORES, FLORISTS & GROCERY

CVS/PHARMACY

444 South Old Woodward Ave.
248-647-9829

FORSTER & LAIDLAW FLORISTS, INC.

35028 Woodward Avenue
248-647-3000

KROGER

685 East Maple Road
248-723-1151

PAPA JOE'S GOURMET MARKET

34244 Woodward Avenue
248-723-9400

THRIFTY FLOWERS

1088 East Maple Road
248-203-2980

TIFFANY FLORIST

784 South Old Woodward Ave.
248-646-0333

WALGREENS

34300 Woodward Avenue
248-593-8450

GIFTS, SPECIALTY AND STATIONERY

BIRMINGHAM WINE SHOP

798 North Old Woodward Ave.,
Suite B
248-590-2924

BLU MERCURY

172 West Maple Road
248-258-3100

DETROIT GUITAR

243 West Maple Road
248-540-9900

OLD WOODWARD CELLAR

912 South Old Woodward Ave.,
Suite 100
248-792-5452

PAPER SOURCE

115 West Maple Road
248-594-4954

SHERWIN-WILLIAMS

820 South Old Woodward Ave.
248-593-1415

TEACUPS & TOYS, A PET BOUTIQUE

271 East Merrill Street
248-594-9494

THE ITALIAN DISH

288 East Maple Road
248-593-8299

URBAN WICK CANDLE BAR

172 North Old Woodward Ave.
248-977-8432

ZAHRA

227 South Old Woodward Ave.
248-792-2441

HOME

AMERICAN EPOXY

363 East Maple Road
248-990-0152

AREA RUGS

202 East Maple Road
248-480-0715

BIRMINGHAM DESIGN STUDIO

808 South Old Woodward Ave.
248-723-8888

CB2

100 North Old Woodward Ave.
248-230-8800

CRISTIONS

FINE LINEN & DOWN
205 North Old Woodward Ave.
248-723-3337

DE GIULIO KITCHEN STUDIO

34222 Woodward Avenue
248-258-6880

DESIGNS UNLIMITED

104 Willits Street
248-258-3222

DUNCAN - FULLER INTERIORS

735 Forest Avenue, Suite 202
248-647-3133

ETHAN ALLEN DESIGN CENTER

275 North Old Woodward Ave.
248-540-8558

HAGOPIAN WORLD OF RUGS

850 South Old Woodward Ave.
248-646-7847

JAMES & BLOOM

146 West Maple Road
248-672-7659

KOHLER SIGNATURE STORE BY FIRST SUPPLY

724 North Old Woodward Ave.
248-671-6299

MAISON BIRMINGHAM

1020 South Old Woodward Ave.
248-203-6006

PAZZI DESIGN & FURNITURE

395 East Maple Road
248-642-6535

RARIDEN SCHUMACHER MIO INTERIOR DESIGN

231 South Old Woodward Ave.,
Suite 219
248-723-9160

RESTORATION HARDWARE

320 Martin Street
248-614-6984

ROCHE BOBOIS

394 South Old Woodward Ave.
248-833-0300

SCANDIA HOME

237 Pierce Street
248-649-7673

SERENA & LILY

299 West Maple Road
248-220-3024

THE SHADE STORE

142 South Old Woodward Ave.
248-430-8344

VESTALIA HOME

794 North Old Woodward Ave.
248-471-1111

VISUAL COMFORT & CO.

250 East Merrill Street
248-636-2651

WEST ELM

215 West Maple Road
248-593-8200

WITTOCK KITCHEN & BATH

950 South Old Woodward Ave.
248-283-8400

WORK/CO

280 North Old Woodward Ave.
248-590-0012

JEWELERS

ASTREIN'S CREATIVE JEWELERS

120 West Maple Road
248-644-1651

BARBARA BOZ BOUTIQUE

266 East Maple Road
248-310-0978

BRILLIANT EARTH JEWELRY

277 Pierce Street
313-487-7101

DARAKJIAN JEWELERS

101 Willits Street
248-356-7140

DAVID WACHLER & SONS

112 South Old Woodward Ave.
248-540-4622

DIMAGGIO FINE ART & JEWELRY

175 West Maple Road
248-569-3000

GREENSTONE'S FINE JEWELRY

430 North Old Woodward Ave.
248-642-2650

GRINSTEIN JEWELRY & DESIGN

162 South Old Woodward Ave.
248-647-4414

LEGACY JEWELRY

700 North Old Woodward Ave.,
Suite 200
248-723-9975

LUCIDO FINE JEWELRY

250 North Old Woodward Ave.
248-723-7880

MAJDA DIAMOND VAULT

230 East Merrill Street
248-731-0030

MOUNT-N-REPAIR

205 Pierce Street, Suite 101
248-647-8670

MY HOUSE OF STYLE

574 North Old Woodward Ave.
248-594-7776

TAPPERS GOLD EXCHANGE

251 East Merrill Street,
Suite 236
248-865-6260

UNIVERSAL WATCH REPAIR

177 South Old Woodward Ave.
248-723-

Special Events Committee Meeting Minutes
151 Martin Street, Conference Rooms 202 & 203
April 14, 2023 at 8:30am

Co-Chairperson Kay called the meeting to order at 8:35 a.m.

In Attendance: Z. Kay (co-chair), K. Cummings, D. Fehan, B. Hussey, S. Lipari
Staff: C. Sheppard-Decius, J. Brook
Guests:

Absent: R. Astrein (chairperson)

Public Comment: none

Approval of Minutes: Motion by Fehan, seconded by Hussey to approve the minutes dated March 10, 2023.

Yeas: Z. Kay, K. Cummings, D. Fehan, B. Hussey, S. Lipari
Nay: none

Restaurant Promotion

Sheppard-Decius updated the committee regarding the Restaurant Feature idea. She shared that she had reached out to Metromode. They can produce/write the stories, take the pictures, and distribute in their e-publication for approximately \$2,000 per story. Hussey mentioned that she has a contact who might be able to produce the stories for less, but he does not have the same online presence that Metromode has. Sheppard-Decius said she could look into the possibility of having another group produce the features and then having Metromode distribute them.

The group discussed starting with six restaurants and then moving to a different category. Brook questioned if this might be a better fit for the Marketing & Advertising Committee and suggested a joint meeting of the Special Events Committee and the Marketing Committee before proceeding.

Rosé Day

The committee discussed whether or not it is important to restaurants to hold a dining promotion and if the timing of national Rosé Day would make it too difficult to pull together a promotion this year. The committee decided that they would like to recommend an event called Rosé, the Birmingham Way, to the board of directors. The event would be held June 5-11. Participating restaurants would be asked to have a special rosé offering and to pair it with a special menu – possibly something that is already on their menu, for simplicity.

A portion of the sale of glasses/bottles of the featured rosé and the featured menu items is to be donated to a local breast cancer related charity. The amount can be determined by the individual restaurants. Hussey would like to see retailers decorate their windows in pink and staff and servers wearing pink throughout the promotion.

Lipari shared that she knows someone with a charity called Caps & Conquer. She volunteered to reach out to them to see if they would like to partner on the promotion. The committee would also like those who purchase the featured items to be entered into a drawing for a \$1,000 Birmingham Bucks shopping spree.

Spring Stroll Update

Brook reported that 29 merchants will be stops for the Spring Stroll and that over 270 people had registered for the event.

Goals

Sheppard-Decius would like to start working on having retailers stay open later and suggested we will need to see what retailers will agree to, and then we can start promoting it. Kay shared that many retailers have found that they are doing the same amount of business (or more) while being open fewer days and hours than they were pre-COVID. Therefore, he feels it will be difficult to get a majority of retailers to commit to being open later on a consistent basis.

Meeting adjourned at 10 am

NEXT MEETING: Friday, May 12, 2023 at 8:30am

Prepared by: J. Brook

Reviewed by: C. Sheppard-Decius

Business Development Committee Meeting Minutes
151 Martin Street, Conference Room 202 & 203
March 21, 2023

M. McKenzie called the meeting to order at 8:31 a.m.

In Attendance: M. McKenzie (Co-Chairperson), S. Surnow (Co-Chairperson), J. Hockman, S. Quintal, C. Sheppard-Decius, N. Gerkey, C. Quezada, D. Gilbert, A. Thomas

Absent: N/A

There was no public comment.

Approval of Minutes: Motion by Hockman, seconded by Quintal, to approve the minutes dated February 28, 2023.

Business Recruitment

McKenzie clarified that the business mix is focused on retail and restaurants. He stated that restaurant mix should be discussed. Sheppard-Decius recommended adding more average priced men's apparel as there is a lot of luxury men's apparel. McKenzie added that the recommended retail list is unisex, women's, and men's apparel, along with fast-casual dining. He suggested backfilling based on national, regional, and local retailers. Thomas recommended bookstores and electronics. She also suggested researching well-performing retailers in other local communities and making connections. Sheppard-Decius stated that there should be a survey for the community as to what they'd like to see in retailers, and another survey that goes out to retailers in regard to their sales.

Business Marketing

McKenzie advised to target businesses from each district area for the virtual tour. Sheppard-Decius advised that marketing and promotional materials be updated, in general. Thomas added that putting together digital marketing materials for brokers would be beneficial to get business to Birmingham as opposed to commission-based incentives. Surnow posed the question "What can we do to tell the story of why businesses are successful?" McKenzie added that the committee should use testimonials from Birmingham businesses as a marketing opportunity.

Other Business:

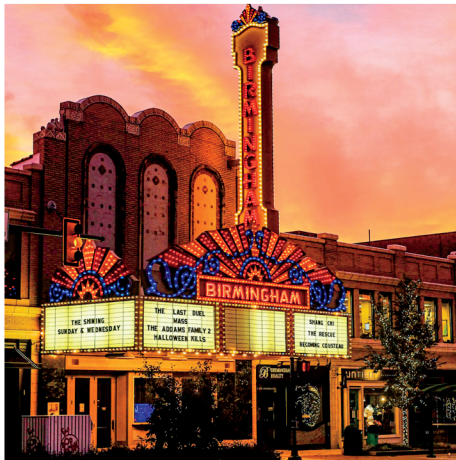
Sheppard-Decius stated that at the next Strategic Planning meeting to discuss parking. She added that there are efforts being made to consolidate data entry for businesses – that way it is easier across all platforms to update Business Mix, store openings/closings, and more.

The meeting ended at 9:58 a.m.

NEXT MEETING: April 25, 2023 @ 8:30am

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

RETAIL MARKET PROFILE

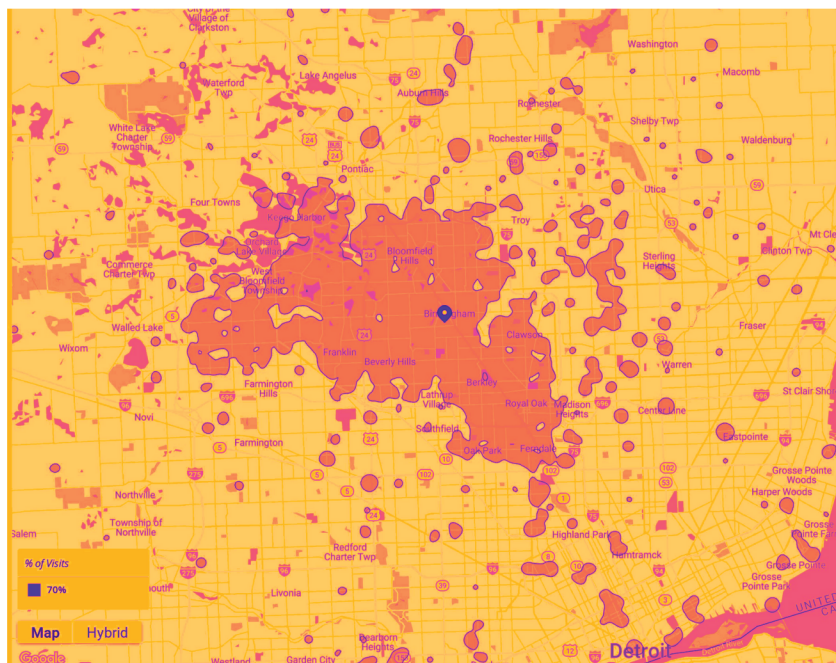


DOWNTOWN OVERVIEW

Nationally ranked as one of the top 20 economically prosperous cities, Birmingham is a highly sought after community in Michigan to live, work and visit. Located in the heart of Oakland County, a county of over one million residents, Birmingham is easily accessible from major transportation arteries in the Metro Detroit region and attracts visitors throughout Southeast Michigan and beyond. Recognized for its vibrant, walkable downtown, the Birmingham Shopping District (BSD) features national and local fashion boutiques, home furnishing retailers, galleries, salons and award-winning restaurants. Its affluent clientele outpaces the country's income and education levels, making it an ideal location to market and grow your business.

Market Area

- ✓ **500K+ CONSUMER TRADE AREA**
154 SQUARE MILES
- ✓ **41.75 MEDIAN AGE**
AFFLUENT & EDUCATED
- ✓ **\$727K MEDIAN HOME VALUE**
ACTIVE, SOPHISTICATED & CONNECTED
- ✓ **\$200K LOCAL AVERAGE INCOME**
\$113K - TRADE AREA AVERAGE INCOME



CONSUMER TRAITS

- Affluent & Upscale
- Tech Savvy & Connected
- Urban & Sophisticated
- Engaged in Community, Arts & Culture
- Seeks Healthy Foods & Activities
- Shops Home Furnishings, Fashion, Arts, Media, Entertainment, Luxury Products & Personal Care
- Devours Gourmet Foods & Wine While Needing Quick Serve Options Daily





DOWNTOWN PROFILE

Economic Dashboard



106 RETAILERS/65 RESTAURANTS
600+ BUSINESSES



17 NEW BUSINESSES IN 2022
AND 6 MORE IN EARLY 2023!



RETAIL OCCUPANCY
1.5 MILLION SQ. FT. OF SPACE



OFFICE OCCUPANCY
2 MILLION SQ. FT. OF SPACE

MARKET REACH & IMPACT



13 MILLION IMPRESSIONS
TARGETED CAMPAIGNS



120,400 WEB VISITS
5,632 PARTNER REFERRALS



569,400 SOCIAL MEDIA REACH
17,790 FOLLOWERS

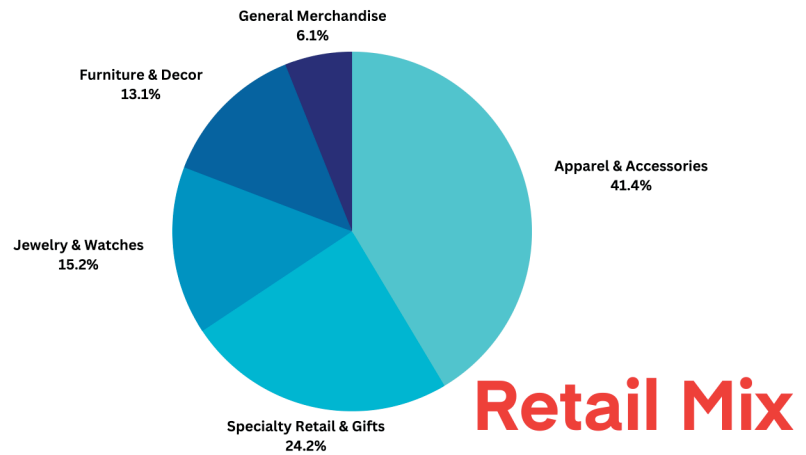


59 EVENTS
300,000+ ATTENDEES



7 MILLION VISITORS
2-HOUR AVERAGE STAY

For more market insights and available properties, contact the Birmingham Shopping District.



Retail Mix

Downtown Birmingham is a premiere destination for shopping, dining, events and tourism in Michigan, offering one-of-a-kind national and local brands. Notable apparel and accessory retailers include Faherty, Anthropologie, lululemon, Roots, Evereve, St. Croix Shop, Moosejaw, Lucido Fine Jewelry, and Brilliant Earth, as well as exclusive fashions from Tender, Barbara Boz and more. The downtown is a regional hotspot for home furnishings, including CB2, RH, Serena & Lily, West Elm, Ethan Allen and the list goes on. Food connoisseurs frequent the downtown cafes, high-quality restaurants, fine dining and fast-fresh fare from national brands like Hyde Park Steakhouse, sweetgreen and Starbucks Reserve to local award-winning favorites such as Market North End, Forest, Hazel's, Rugby Grille, Phoenixia, Madam and many more.

The luxurious Townsend and Daxton hotels welcome thousands of visitors annually. Over 300 professional offices, two movie theaters, two active parks and more than 10,000 homes within walking distance all contribute to the bustling foot traffic downtown. Ample parking with over 5,000 spaces is conveniently located throughout offering two-hour free parking in five public decks daily.

**Executive Committee Meeting Minutes
151 Martin Street, Conference Room 202 & 203
Monday, April 10, 2023 at 8:30am**

In Attendance: A. Pohlod (Chairperson), M. McKenzie, D. Fehan, C. Sheppard-Decius, N. Gerkey

Absent: R. Astrein, T. Markus, B. Roberts

No quorum, meeting cancelled.

NEXT MEETING DATE – May 26, 2023 at 8:30 a.m.

**Executive Committee Meeting Minutes
151 Martin Street, Conference Room 202 & 203
Wednesday, April 26, 2023 at 8:30am**

In Attendance:

Absent:

A. Pohlod (Chairperson), M. McKenzie, D. Fehan, C. Sheppard-Decius, N. Gerkey R. Astrein, T. Markus, B. Roberts

No quorum, meeting cancelled.

NEXT MEETING DATE – May 24, 2023 at 8:30 a.m.

MONTHLY PARKING PERMIT & ACTIVITY REPORT										
For the month of: March										
Date Compiled: April 12, 2023										
Space Count	Pierce	Park	Peabody	N.Old Wood	Chester					Total
Total Garage Spaces	706	811	437	745	880					3579
Garage Monthly Permits Authorized	829	945	536	981	1368					4659
cost per month	\$70	\$70	\$70	\$70	\$50					
Permits Issued	Pierce	Park	Peabody	N.Old Wood	Chester					Total
Garage permits end of previous month	832	942	519	828	1070					4191
Garage permits canceled in month	7	3	8	53	13					84
Garage permits added in month	4	6	25	64	3					102
Total Garage permits end of month	829	945	536	839	1060					4209
Garage permits available	0	0	0	142	308					450
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						10	5	3	2	20
Hangtags available						167	35	5	28	235
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	469	513	362	0	0					1344
people on waitlist	166	89	85							
		gates up								
Data from peak period of 2pm 3/14/20	Pierce	Park	Peabody	N.Old Wood	Chester					Total
Transient parker occupied	223		237	109	207					776
Monthly parker occupied	298		188	411	353					1250
Total parker occupied	521	0	425	520	560					2026
Total spaces available at	185	811	12	225	320					1553
Percentage occupied	74%	0%	97%	70%	64%					57%

SP+ PARKING

Birmingham Parking System Transient & Free Parking Analysis Months of March 2022 & 2023

March 2022

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE
PEABODY	22,888	16,953	\$ 28,960.00	74%
PARK	21,860	14,734	\$ 37,028.03	67%
CHESTER	10,888	9,713	\$ 6,882.03	89%
WOODWARD	19,236	14,136	\$ 28,567.03	73%
PIERCE	28,552	18,278	\$ 61,380.00	64%
TOTALS	103,424	73,814	\$ 162,817.09	71%

PAYING CARS	AV. RATE
5,935	\$ 4.88
7,126	\$ 5.20
1,175	\$ 5.86
5,100	\$ 5.60
10,274	\$ 5.97
29,610	\$ 5.50

March 2023

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE
PEABODY	22131	13220	\$31,028.00	60%
PARK*	8853	4188	\$20,908.00	47%
CHESTER	5114	2341	\$9,066.00	46%
WOODWARD*	4210	1484	\$14,099.00	35%
PIERCE	20373	8895	\$67,913.00	44%
TOTALS	60,681	30,128	\$ 143,014.00	50%

PAYING CARS	AV. RATE
8,911	\$ 3.48
4,665	\$ 4.48
2,773	\$ 3.27
2,726	\$ 5.17
11,478	\$ 5.92
30,553	\$ 4.46

YR OVER YR BREAKDOWN:		
TOTAL CARS		-41%
FREE CARS		-59%
CASH REVENUE		-12%

* Due to the TIBA parking equipment install - transient & free parking numbers are skewed

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	Total Mtgs. Att.	Total Absent	Percent Attended Available
REGULAR MEMBERS																	
Richard Astrein	P	P	A	A											2	2	50%
Samy Eid	A	P	P	P											3	1	75%
Beth Hussey	P	P	P	P											4	0	100%
Zachary Kay	P	P	P	P											4	0	100%
Sarvy Lipari	P	P	P	A											3	1	75%
Tom Markus	P	A	P	P											3	1	75%
Mike McKenzie	P	P	P	P											4	0	100%
Amy Pohlod	P	P	P	P											4	0	100%
Steve Quintal	P	P	P	P											4	0	100%
Bill Roberts	P	P	P	P											4	0	100%
Sam Surnow	A	P	P	P											3	1	75%
															0	0	#DIV/0!
															0	0	#DIV/0!
Doug Fehan	P	P	A	P											3	1	75%
Present or Available	9	10	10	9	0	0	0	0	0	0	0	0	0	0			

KEY:

- A** = Member absent
- 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



City of Birmingham, Michigan

Wayfinding Signage Program/Updates

A conversation with Corbin Design:

Jeff Frank, *Lead Designer*

Rebecca Dixon, *Designer*

Moirá O'Polka, *Project Manager*

about CORBIN DESIGN

- 10-person, employee-owned firm
- More than 45 years of experience
- Focus on wayfinding and signage design
- More than 110 cities and towns
 - Michigan experience includes Ann Arbor, Berkley, Frankenmuth, Frankfort, Harbor Springs, Lansing & Traverse City



way•find•ing *(n.)*

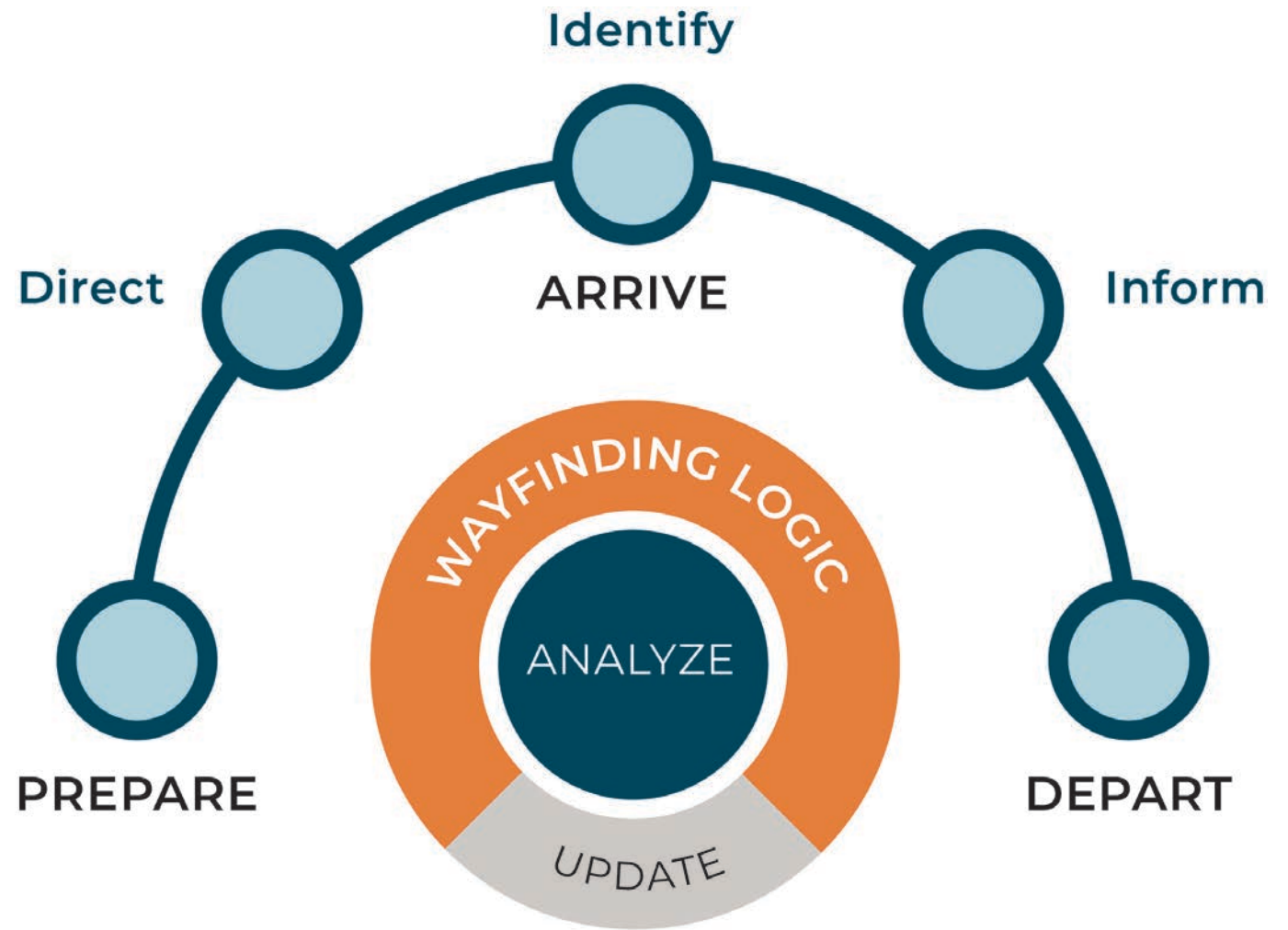
*Direction for people
in motion*



It contributes to
a sense of place.



The Visitor Experience



People get lost.
We fix that.

GUIDING PRINCIPLES

- Be designed for the first-time visitor
- Simplify a complex environment
- Be flexible to maintain and update
- Establish consistent language and logic



PROCESS AND DELIVERABLES



Task 1 – Analysis



Task 2 – System Design



Task 3 – Documentation



Task 4 – Implementation

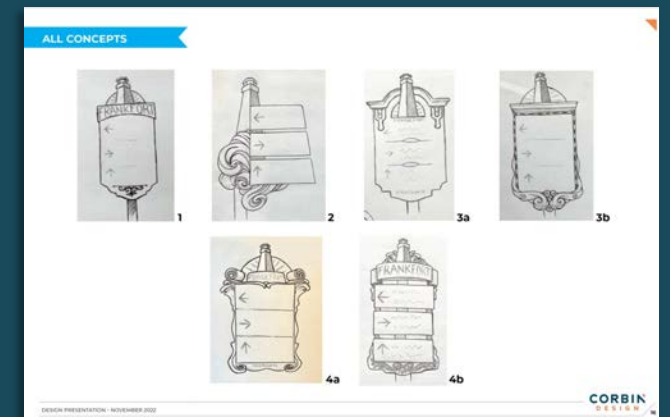
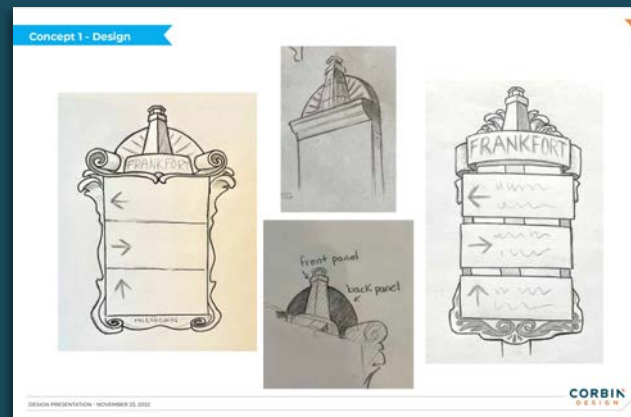
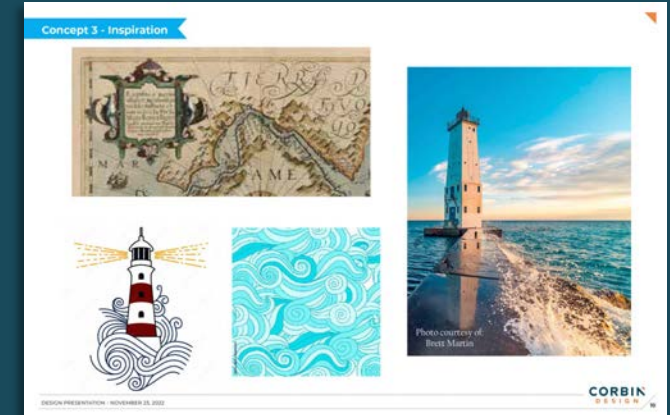
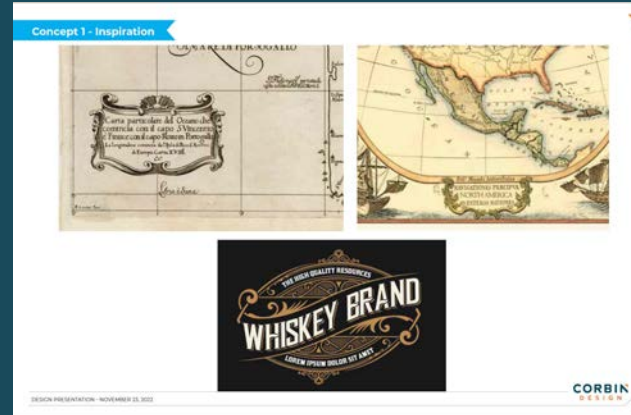
TASK 1: ANALYSIS

- Tour area, meet with wayfinding committee and public to gather information
- Develop wayfinding logic and recommendations
- Prepare and present observations and recommendations



TASK 2: SYSTEM DESIGN

- Develop two initial design concepts; refine and develop full arrays including gateway signage
- Create design intent drawings
- Develop a statement of probable cost



Inspiration Imagery and Design Sketches for Frankfort, Michigan

TASK 2: SYSTEM DESIGN



Three branded design concepts for Fairborn, Ohio.

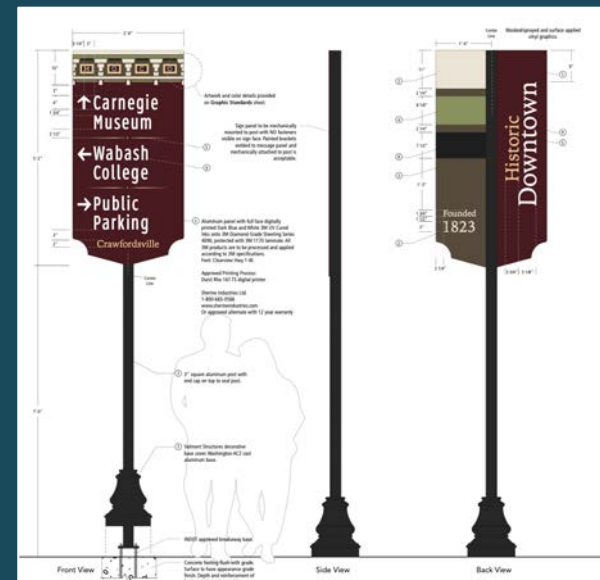


Installed Fairborn gateway.

TASK 3: DOCUMENTATION

- Prepare sign location plans and message schedules
- Verify locations and messaging onsite
- Statement of Probable Cost

40b	Gx-3a 4 inch Vehicular Guide (2 messages)
SIGN MESSAGE	Direction: South
← Trippet Hall → Historic Downtown	Cross Streets: S. Grant & Wabash
NOTES	Number of sign faces: Single-sided
Install sign on existing light pole	



Example sign message schedule (top), design intent (left) and sign location plan (above) from Montgomery County, Indiana.

DISCUSSION POINTS

- Audiences
- Primary Destinations
- Public Parking
- Problem areas
- Immediate needs and future developments
- Architectural character, brand standards
- Implementation/Phasing/Budget
- Approvals Process



Photo From City Government of Birmingham, MI Facebook

City of Birmingham
Street Map

Legend:

- Fire Station
- Birmingham Historical Museum
- Library
- Community Facilities
- Parking Structure
- City Hall - Police Station
- Cemetery
- Department of Public Services
- School
- Place of Worship
- US Post Office
- Lakes/Rivers
- Municipal Boundary
- Booth Trail
- Fairway Trail
- Linden Park Trail
- Quarton Lake Trail
- Willits Trail
- Voting District Boundary
- Local Road
- Major Road
- State Road
- Railroad
- Golf Course
- Park

Map Labels: Bloomfield Hills, Quarton Rd, Bloomfield Twp, Troy, Royal Oak, Beverly Hills, Lincoln Hills Golf Course, Fourteen Mile Rd, W Big Beaver Rd, W Lincoln Ave, W Fourteen Mile Rd, E Fourteen Mile Rd, E Lincoln Ave, E Maple Ave, E 14th Ave, E 13th Ave, E 12th Ave, E 11th Ave, E 10th Ave, E 9th Ave, E 8th Ave, E 7th Ave, E 6th Ave, E 5th Ave, E 4th Ave, E 3rd Ave, E 2nd Ave, E 1st Ave, E 1st St, E 2nd St, E 3rd St, E 4th St, E 5th St, E 6th St, E 7th St, E 8th St, E 9th St, E 10th St, E 11th St, E 12th St, E 13th St, E 14th St, E 15th St, E 16th St, E 17th St, E 18th St, E 19th St, E 20th St, E 21st St, E 22nd St, E 23rd St, E 24th St, E 25th St, E 26th St, E 27th St, E 28th St, E 29th St, E 30th St, E 31st St, E 32nd St, E 33rd St, E 34th St, E 35th St, E 36th St, E 37th St, E 38th St, E 39th St, E 40th St, E 41st St, E 42nd St, E 43rd St, E 44th St, E 45th St, E 46th St, E 47th St, E 48th St, E 49th St, E 50th St, E 51st St, E 52nd St, E 53rd St, E 54th St, E 55th St, E 56th St, 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Excerpts from 2004 Wayfinding Plan

PRIMARY VEHICULAR DIRECTIONAL

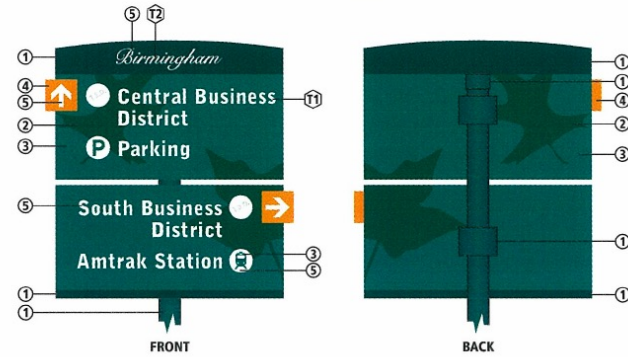
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COLORS:



TYPEFACES:

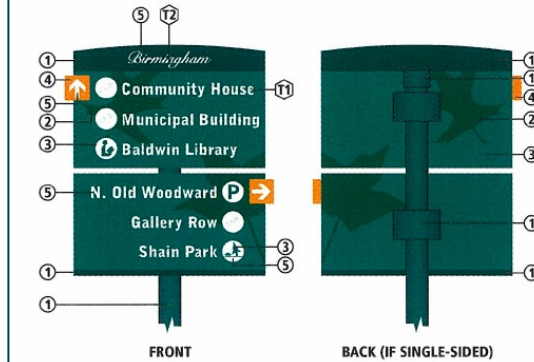
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- 12 Cygnet Round Regular



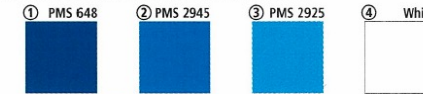
PEDESTRIAN DIRECTIONAL

SCALE: 3/8" = 1'-0"

COLORS:



NORTH OLD WOODWARD PARKING GARAGE COLORS

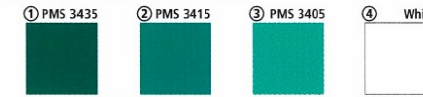


TYPEFACES:

- 11 Bell Gothic Black BT
- 12 New Caledonia Regular



PIERCE STREET PARKING GARAGE COLORS

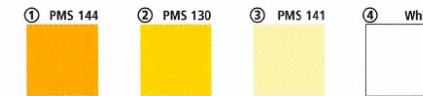


TYPEFACES:

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- 12 New Caledonia Regular



CHESTER STREET PARKING GARAGE COLORS

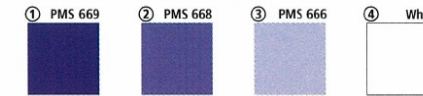


TYPEFACES:

- 11 Bell Gothic Black BT
- 12 New Caledonia Regular



PARK STREET PARKING GARAGE COLORS



TYPEFACES:

- 11 Bell Gothic Black BT
- 12 New Caledonia Regular



INFORMATION DIRECTORIES

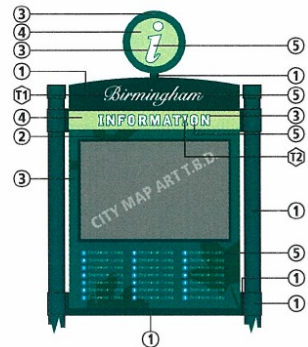
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COLORS:

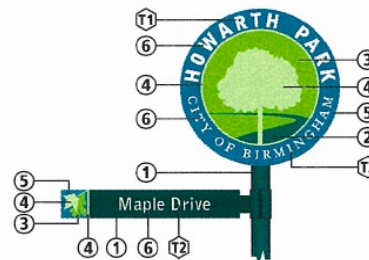
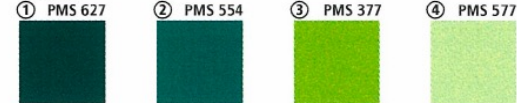


TYPEFACES:

- 11 Cygnet Round Regular
- 12 Bell Gothic Black BT



COLORS:



CITY LOGO USAGE

Use of the city logo for any purpose must be reviewed and approved by the communications team, and in some cases may go before the Ad Hoc Wayfinding & Branding Committee for approval.

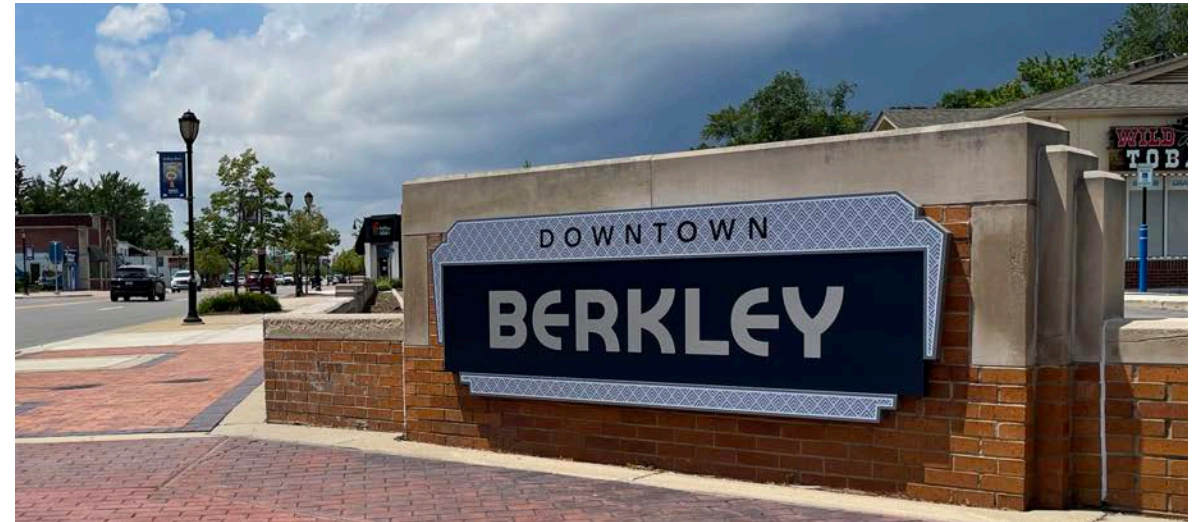
MAIN CITY LOGOS



LOGO VARIATIONS



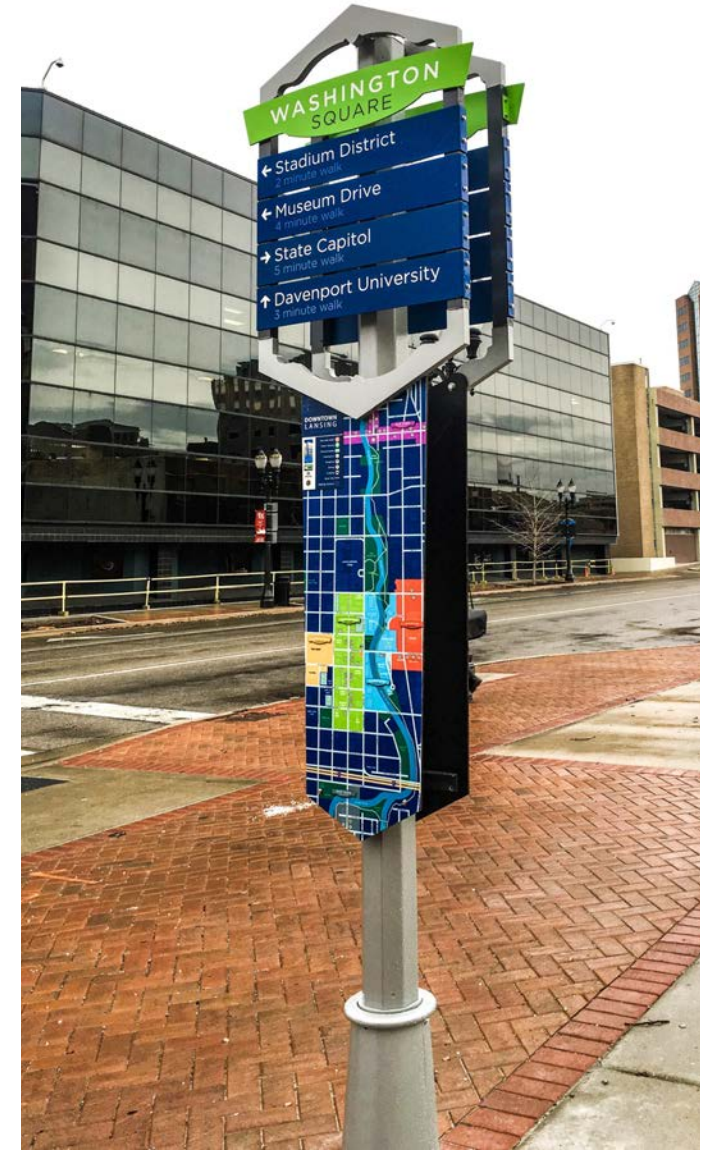
Berkley, Michigan (Installed 2021)



Harbor Springs, Michigan



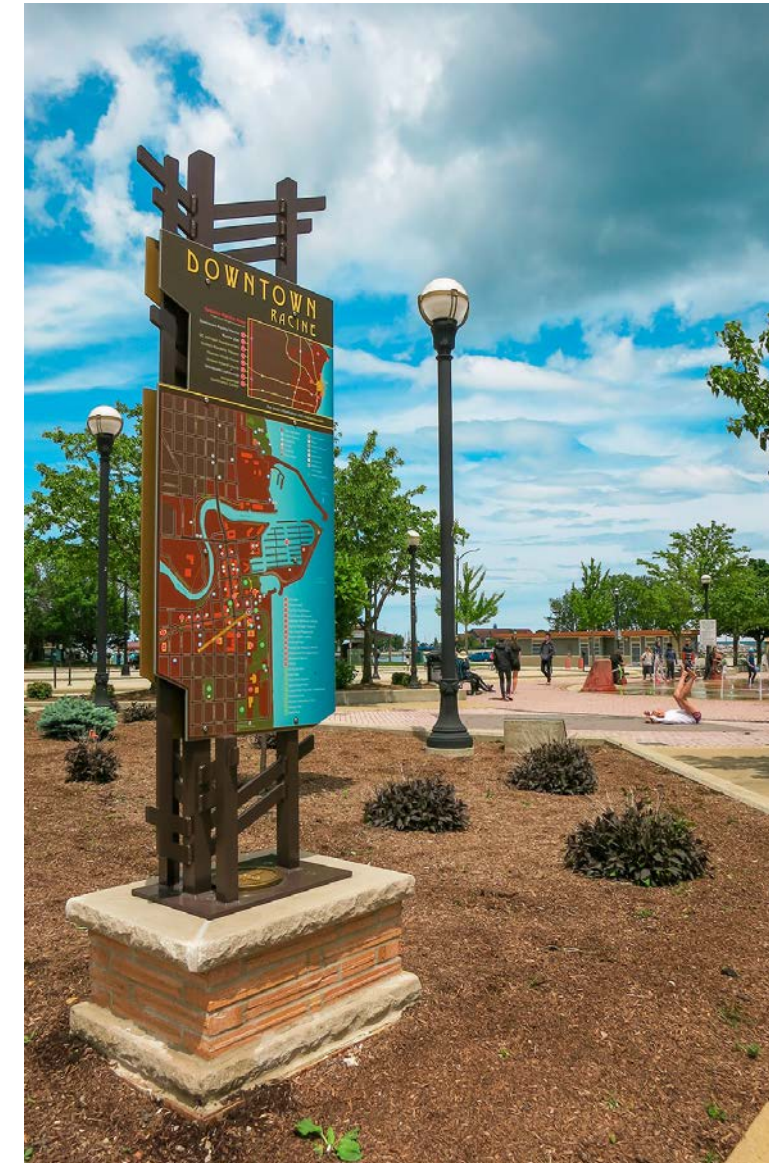
Downtown Lansing, Michigan (Installed 2018)



Frisco, Texas (Installed 2014)



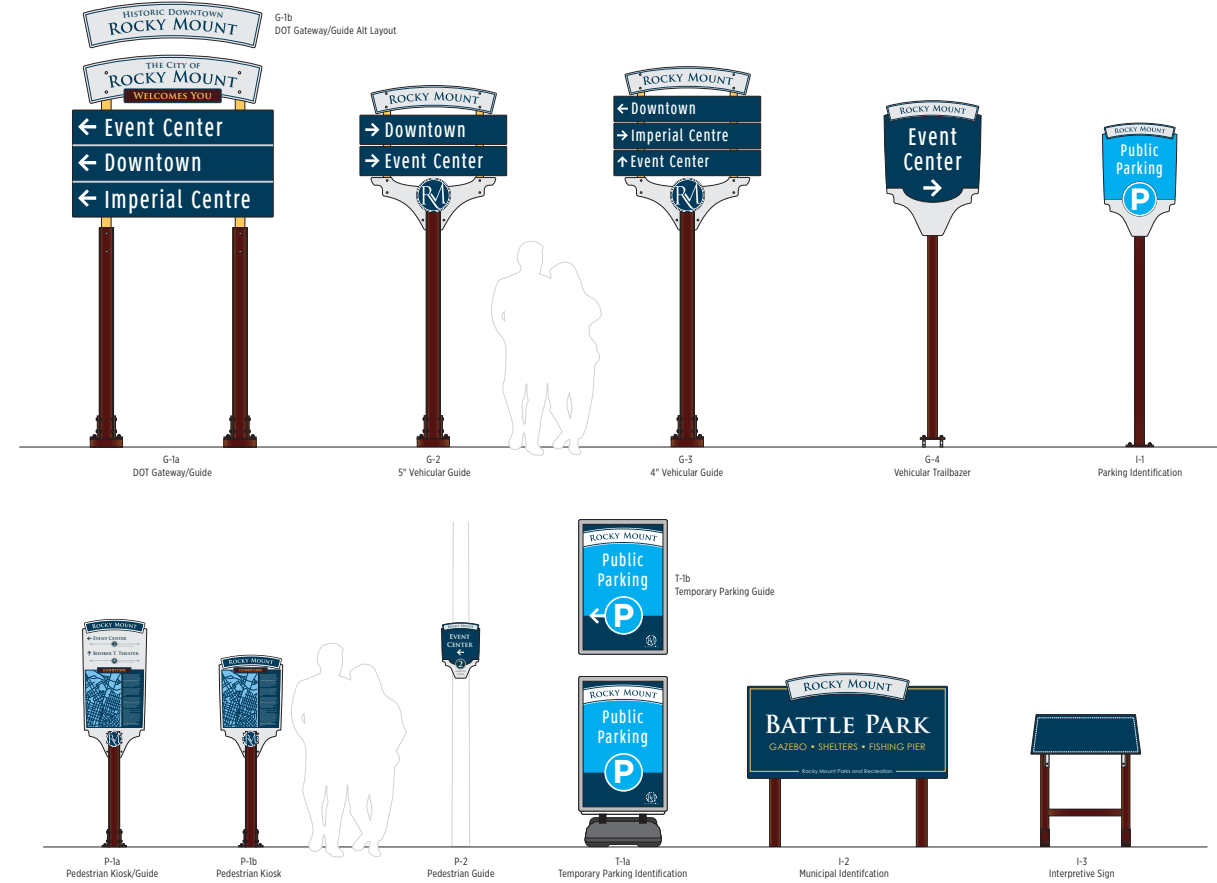
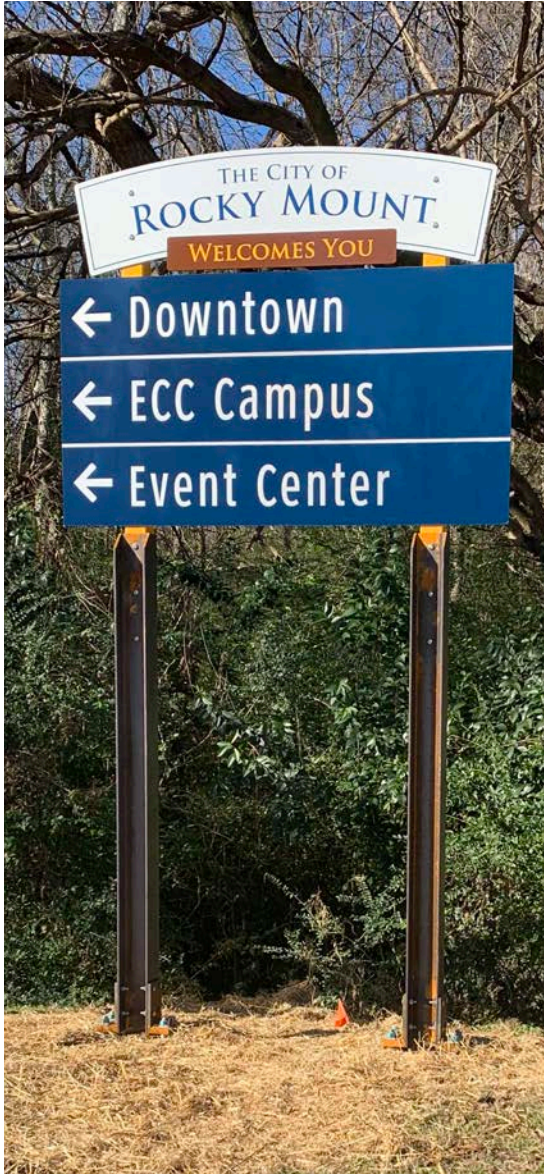
Greater Racine, Wisconsin (Installed 2019)

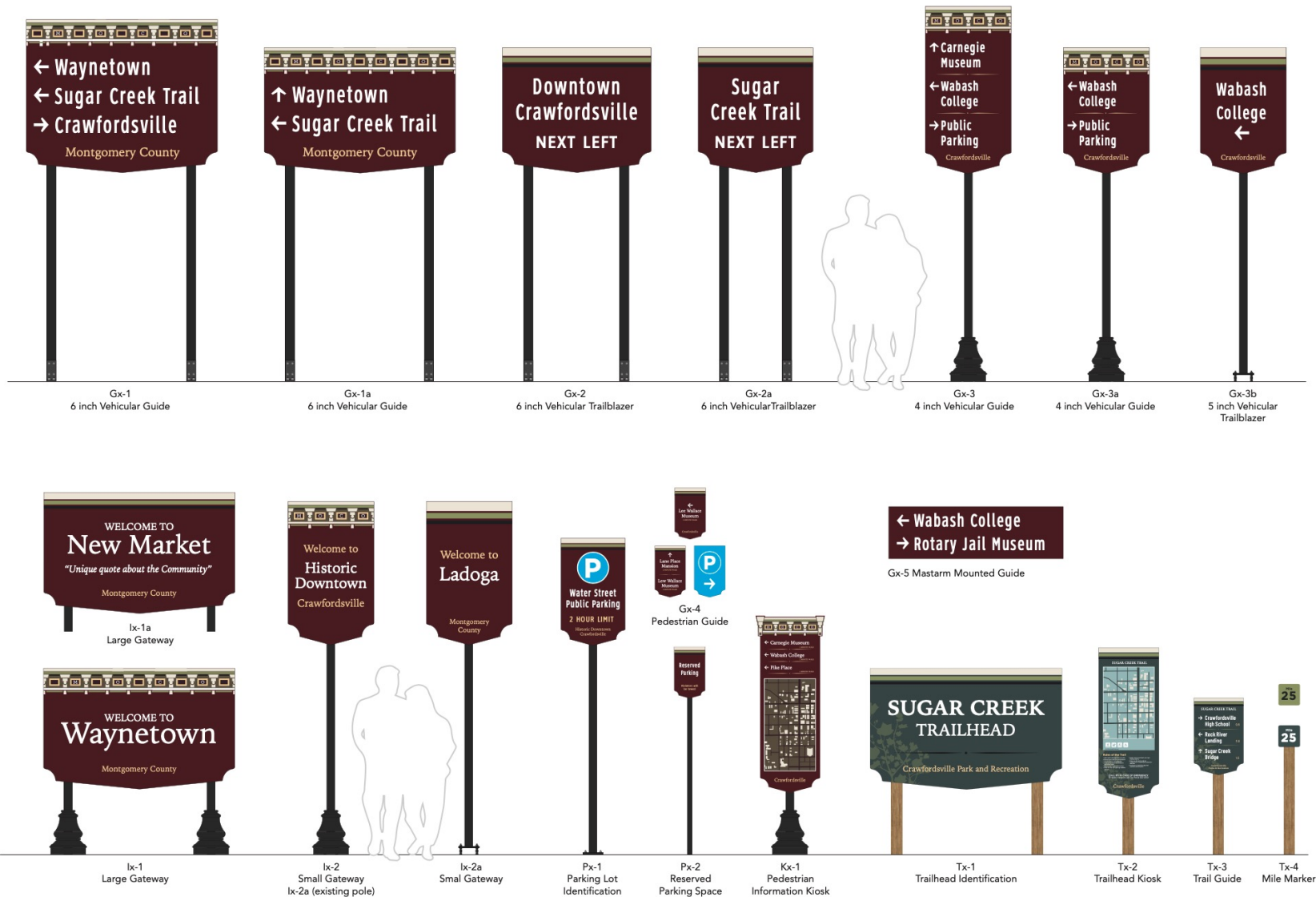


Sioux City, Iowa

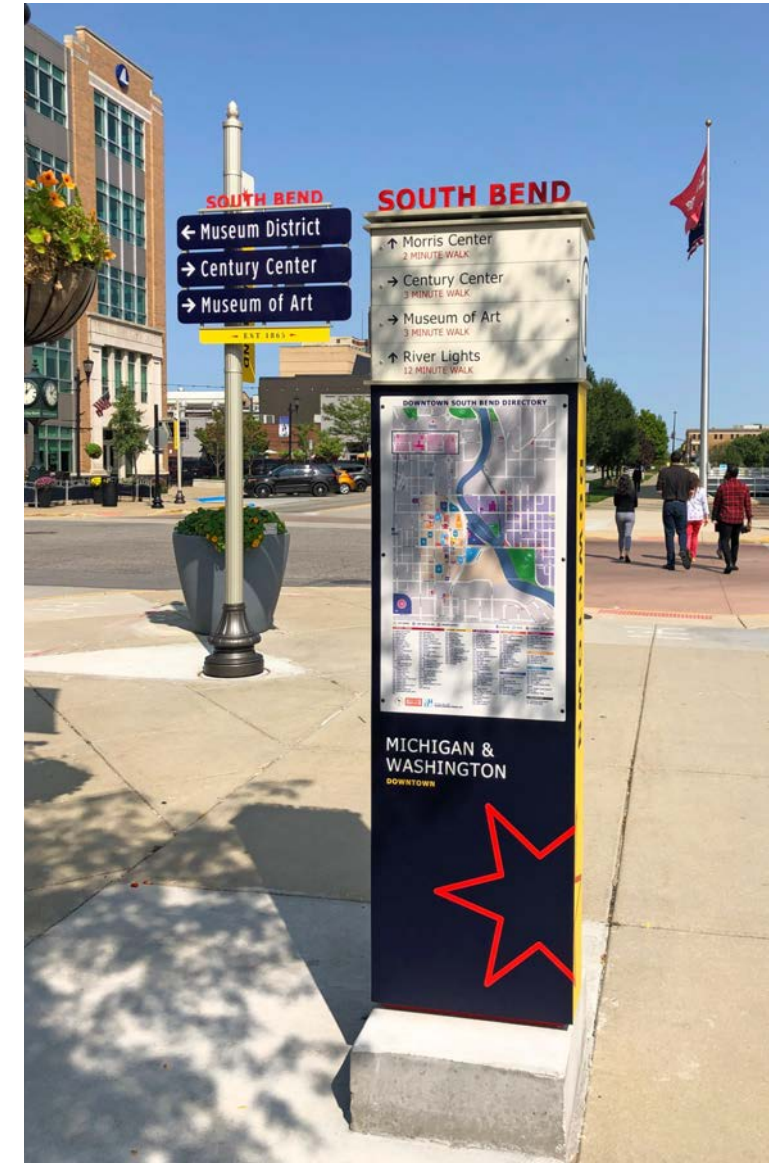
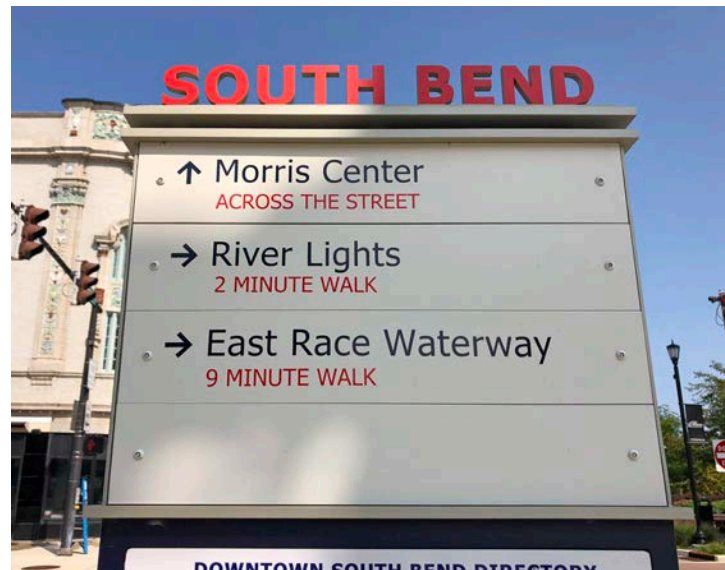


Rocky Mount, North Carolina (Vehicular and Parking Installed 2019; Trails and Parks In Progress)





South Bend, Indiana (Installed 2020)





Fort Worth, Texas (Installed 2015)



Frankfort, Michigan (In Design Development)



OPTION 1



OPTION 2





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

BSD COMMITTEES
MONTHLY MEETING SCHEDULE
MAY 2023

<u>BSD BOARD</u>	<u>THURS 5/4 @ 8:00 AM – COMMUNITY HOUSE</u>
<u>MAINTENANCE/CAPITAL IMPROVEMENTS</u>	<u>TUES 5/2 @ 8:30 AM – CITY HALL</u>
<u>SPECIAL EVENTS</u>	<u>FRI 5/12 @ 8:30 AM – CITY HALL</u>
<u>MARKETING/ADVERTISING</u>	<u>THURS 5/18 @ 8:30 AM. – CITY HALL</u>
<u>BUSINESS DEVELOPMENT</u>	<u>TUES 5/23 at 8:30 AM – CITY HALL</u>
<u>EXECUTIVE</u>	<u>WEDS 5/24 at 8:30 am – CITY HALL</u>
<u>QUARTERLY COMMITTEE HEAD</u>	<u>TBD</u>

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).