



*The Shopping District*

**Birmingham Shopping District Agenda  
Thursday April 5, 2018 - 8 a.m.**

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

1. Call to order and Roll Call of Board
2. Recognition of Visitors
3. Approval of Minutes for March 1, 2018
4. Board Member Comments
5. Reports:
  - a. Finance Report
  - b. Executive Director Report – Tighe
  - c. Committee Reports:
    - i. Special Events – Astrein
    - ii. Marketing & Advertising – Daskas
    - iii. Maintenance and Capital Improvements – Quintal
    - iv. Business Development – Surnow
    - v. Executive Board Report – Hockman
  - d. Parking Report – January
  - e. Chamber Report
  - f. Community House Report
6. Approval of Vouchers – April
7. Old Business
8. New Business
  - a. BSD Committee Membership
  - b. Approval of Valet Parking Services during Old Woodward Construction
9. Information
  - a. Retail Activity
  - b. Announcements
  - c. Letters, Board Attendance & Monthly Meeting Schedule
10. Public Comments
11. 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).*

City of Birmingham  
Birmingham Shopping District Proceeding  
**Thursday, March 1, 2018 8 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, March 1, 2018, at 8:02 a.m. in The Community House.

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

**PRESENT:** A.-Woods, Daskas, Eid, Fehan, Hockman, Pohlod, Quintal, Roberts, Surnow, Valentine

**ABSENT:** Astrein, Solomon

**ALSO PRESENT:** Joe Bauman

**ADMINISTRATION:** Tighe, Brook

**2. RECOGNITION OF VISITORS**

Ara Darakjian and Austin Darakjian

**3. APPROVAL OF MINUTES**

**MOTION:** Motion by Fehan, seconded by Quintal to approve the minutes dated February 1, 2018.

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

**4. BOARD MEMBER COMMENTS**

Daskas congratulated Hockman on his recent award from The Community House and recognized his involvement and leadership with several boards and community organizations.

Hockman recognized Eid and Phoenicia for being awarded the Detroit Free Press 2018 Restaurant of the Year – Classic.

**5. REPORTS**

**a. FINANCE REPORT – TIGHE**

The Balance Sheet shows that the fund balance is rising as assessments are being paid. The Revenue & Expense report shows that although we are 60% of the way through the budget year, we are only at 54% of our annual budgeted spending which is a healthy balance.

The Cash Flow report through 7 months reflects a change in consultants mid-year which impacted the timing of payments as well as payments being made.

**b. EXECUTIVE DIRECTOR REPORT - TIGHE**

There was no Executive Director report.

**c. COMMITTEE REPORTS:**

**SPECIAL EVENTS - TIGHE**

A February committee meeting was not held due to snow. However, Birmingham Restaurant Week was a success with 22 restaurants participating and the committee did select the three movies that will be shown at the 2018 Movie Nights – *Sing*, *Back to the Future*, and *The Incredibles*.

Farmers Market 16<sup>th</sup> season will open on May 6<sup>th</sup> and the committee is also working on events to be held during the construction period.

**MARKETING & ADVERTISING - DASKAS**

Daskas said that the website redesign is moving forward. Coding should be complete in the next few weeks.

Work has begun on the next Birmingham Magazine. The photo shoot will take place next week at Bolyard Lumber. The magazine will be distributed in April.

**MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL**

The committee has explored different ideas for holiday tree lighting and has decided to continue to use the traditional lighting scheme.

Due to requests that have been made for the lights on the trees in Shain Park to stay lit until Daylight Savings, DPS has adjusted their schedule to remove the lights outside of the park first and save Shain Park lights for last.

A-Woods suggested having a large illuminated heart in Shain Park around Valentine's Day and red, white and blue lighting on trees in the park for the 4<sup>th</sup> of July.

The RFP for valet services during construction has been posted. Responses are due back next week.

**BUSINESS DEVELOPMENT - DASKAS**

No committee meeting was held in February, however work continues to be done with Buxton.

There was a Merchant Meeting held February 8<sup>th</sup> that had an update from Paul O'Meara on construction, a presentation from Near Perfect Media on social media strategy and a special offer from Downtown Publications for reduced priced advertising during construction.

**EXECUTIVE BOARD REPORT**

There was no Executive Board Report

**d. PARKING REPORT**

There was no parking report.

**e. CHAMBER REPORT**

Bauman reported that the final breakfast in their forecast series will be held tomorrow, at The Townsend. His team is working on the Village Fair and its pre-party. The fair is the largest fundraiser that the Chamber does each year. They are always open to feedback from businesses.

Bauman also shared that the Chamber will be hiring two new employees as their membership manager and their marketing and events director have recently resigned.

**f. COMMUNITY HOUSE REPORT**

There was no report from The Community House.

**6. APPROVAL OF VOUCHERS**

**MOTION:** Motion by Fehan, seconded by Quintal to approve the vouchers, as submitted, dated March 1, 2018.

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

**7. OLD BUSINESS**

There was none.

**8. NEW BUSINESS**

**a. BSD Committee Membership Approval**

**MOTION:** Motion by Fehan, seconded by Valentine to adopt the appointment of committee members as submitted.

Daskas pointed out that Bob Gibbs, who has applied to be a part of the Business Development Committee, is currently working on a large project in Troy. She feels that this would be a conflict of interest.

Hockman explained that, as a member of the BSD, he is eligible to serve on the committee, but acknowledged that it is important to have a conversation with him to make sure that there is not a conflict of interest.

Fehan reminded the group that there is an ethics group that can look into this. Valentine agreed and added that there are some examples from the ethics board that can be used as guidelines in this situation.

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

**9. INFORMATION**

- a. Retail Activity**
- b. Announcements**
- c. Letters, Board Attendance & Monthly Meeting Schedule**

**10. PUBLIC COMMENTS**

**11. ADJOURNMENT – 8:33 A.M.**

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



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REVENUE AND EXPENDITURE REPORT  
 PERIOD ENDING 02/28/2018  
 % Fiscal Year Completed: 66.58

Page: 1/3

| GL NUMBER                              | DESCRIPTION                     | 2017-18            | 2017-18        | ACTIVITY FOR      | YTD BALANCE | AVAILABLE    | % BDGT |
|--|---------------------------------|--------------------|----------------|-------------------|-------------|--------------|--------|
|  |                                 | ORIGINAL<br>BUDGET | AMENDED BUDGET | MONTH<br>02/28/18 | 02/28/2018  | BALANCE      | USED   |
| Fund 247 - PRINCIPAL SHOPPING DISTRICT |                                 |                    |                |                   |             |              |        |
| Revenues                               |                                 |                    |                |                   |             |              |        |
| Dept 000.000                           |                                 |                    |                |                   |             |              |        |
| USE OF FUND BALANCE                    |                                 |                    |                |                   |             |              |        |
| 247-000.000-400.0000                   | APPROP FUND BAL/RET EARN        | 204,140.00         | 219,062.00     | 0.00              | 0.00        | 219,062.00   | 0.00   |
| USE OF FUND BALANCE                    |                                 | 204,140.00         | 219,062.00     | 0.00              | 0.00        | 219,062.00   | 0.00   |
| INTEREST AND RENT                      |                                 |                    |                |                   |             |              |        |
| 247-000.000-664.0000                   | INVESTMENT INCOME               | 3,900.00           | 3,900.00       | 933.02            | 3,016.86    | 883.14       | 77.36  |
| INTEREST AND RENT                      |                                 | 3,900.00           | 3,900.00       | 933.02            | 3,016.86    | 883.14       | 77.36  |
| SPECIAL ASSESSMENTS                    |                                 |                    |                |                   |             |              |        |
| 247-000.000-672.0247                   | FUTURE SPECIAL ASSESSEMENTS - P | 857,600.00         | 857,600.00     | 0.00              | 0.00        | 857,600.00   | 0.00   |
| 247-000.000-672.0869                   | PSD SPECIAL ASSESSMENT 2016-201 | 44,370.00          | 44,370.00      | 7,539.31          | 7,539.31    | 36,830.69    | 16.99  |
| 247-000.000-672.0870                   | PSD SPECIAL ASSESS REV 17-18 #8 | 0.00               | 0.00           | 394,892.54        | 813,902.37  | (813,902.37) | 100.00 |
| SPECIAL ASSESSMENTS                    |                                 | 901,970.00         | 901,970.00     | 402,431.85        | 821,441.68  | 80,528.32    | 91.07  |
| OTHER REVENUE                          |                                 |                    |                |                   |             |              |        |
| 247-000.000-676.0001                   | CONTR FROM PRIVATE SOURCE       | 190,000.00         | 190,000.00     | 10,150.00         | 159,708.50  | 30,291.50    | 84.06  |
| OTHER REVENUE                          |                                 | 190,000.00         | 190,000.00     | 10,150.00         | 159,708.50  | 30,291.50    | 84.06  |
| Total Dept 000.000                     |                                 | 1,300,010.00       | 1,314,932.00   | 413,514.87        | 984,167.04  | 330,764.96   | 74.85  |
| TOTAL REVENUES                         |                                 | 1,300,010.00       | 1,314,932.00   | 413,514.87        | 984,167.04  | 330,764.96   | 74.85  |
| Expenditures                           |                                 |                    |                |                   |             |              |        |
| Dept 298.000 - PUBLIC RELATIONS        |                                 |                    |                |                   |             |              |        |
| PERSONNEL SERVICES                     |                                 |                    |                |                   |             |              |        |
| 247-298.000-702.0001                   | SALARIES & WAGES DIRECT         | 26,350.00          | 28,590.00      | 2,180.76          | 17,602.91   | 10,987.09    | 61.57  |
| 247-298.000-706.0001                   | FICA                            | 2,020.00           | 2,190.00       | 157.59            | 1,308.01    | 881.99       | 59.73  |
| 247-298.000-706.0002                   | HOSPITALIZATION                 | 0.00               | 0.00           | 426.18            | 3,409.41    | (3,409.41)   | 100.00 |
| 247-298.000-706.0007                   | WORKER'S COMPENSATION           | 0.00               | 10.00          | 5.07              | 40.88       | (30.88)      | 408.80 |
| 247-298.000-706.0012                   | RETIREMNT-DEF CONTR EMPLR       | 2,380.00           | 2,580.00       | 196.26            | 1,584.27    | 995.73       | 61.41  |
| 247-298.000-706.0013                   | RET HLTH SVGS CONTR EMPLR       | 0.00               | 0.00           | 70.00             | 559.98      | (559.98)     | 100.00 |
| PERSONNEL SERVICES                     |                                 | 30,750.00          | 33,370.00      | 3,035.86          | 24,505.46   | 8,864.54     | 73.44  |
| Total Dept 298.000 - PUBLIC RELATIONS  |                                 | 30,750.00          | 33,370.00      | 3,035.86          | 24,505.46   | 8,864.54     | 73.44  |
| Dept 441.005 - DOWNTOWN MAINTENANCE    |                                 |                    |                |                   |             |              |        |
| PERSONNEL SERVICES                     |                                 |                    |                |                   |             |              |        |
| 247-441.005-702.0001                   | SALARIES & WAGES DIRECT         | 53,250.00          | 54,210.00      | 1,816.80          | 20,633.42   | 33,576.58    | 38.06  |
| 247-441.005-702.0002                   | OVERTIME PAY                    | 21,000.00          | 21,000.00      | 1,066.88          | 18,023.32   | 2,976.68     | 85.83  |
| 247-441.005-702.0003                   | LONGEVITY                       | 90.00              | 90.00          | 0.00              | 128.64      | (38.64)      | 142.93 |
| 247-441.005-706.0001                   | FICA                            | 5,530.00           | 5,600.00       | 215.85            | 2,916.35    | 2,683.65     | 52.08  |
| 247-441.005-706.0002                   | HOSPITALIZATION                 | 12,170.00          | 12,170.00      | 530.53            | 5,836.35    | 6,333.65     | 47.96  |
| 247-441.005-706.0003                   | LIFE INSURANCE                  | 200.00             | 200.00         | 10.91             | 108.21      | 91.79        | 54.11  |
| 247-441.005-706.0004                   | RETIRE CONTRIB HEALTH           | 13,280.00          | 13,310.00      | 965.49            | 7,976.45    | 5,333.55     | 59.93  |
| 247-441.005-706.0005                   | DENTAL/OPTICAL                  | 1,210.00           | 1,230.00       | 51.04             | 584.34      | 645.66       | 47.51  |
| 247-441.005-706.0006                   | LT/ST DISABILITY                | 530.00             | 540.00         | 23.08             | 258.44      | 281.56       | 47.86  |
| 247-441.005-706.0007                   | WORKER'S COMPENSATION           | 1,080.00           | 1,090.00       | 28.29             | 424.63      | 665.37       | 38.96  |

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## REVENUE AND EXPENDITURE REPORT

Page: 2/3

PERIOD ENDING 02/28/2018

% Fiscal Year Completed: 66.58

| GL NUMBER                                  | DESCRIPTION               | 2017-18         | 2017-18        | ACTIVITY FOR   | YTD BALANCE | AVAILABLE  | % BDGT |  |
|--|---------------------------|-----------------|----------------|----------------|-------------|------------|--------|--|
|  |                           | ORIGINAL BUDGET | AMENDED BUDGET | MONTH 02/28/18 | 02/28/2018  | BALANCE    | USED   |  |
| Fund 247 - PRINCIPAL SHOPPING DISTRICT     |                           |                 |                |                |             |            |        |  |
| Expenditures                               |                           |                 |                |                |             |            |        |  |
| 247-441.005-706.0010                       | RETIREMENT EMPLOYER CNTB  | 8,320.00        | 8,360.00       | 492.57         | 4,375.14    | 3,984.86   | 52.33  |  |
| 247-441.005-706.0011                       | HRA BENEFIT               | 100.00          | 100.00         | 0.00           | 0.00        | 100.00     | 0.00   |  |
| 247-441.005-706.0012                       | RETIREMNT-DEF CONTR EMPLR | 1,420.00        | 1,470.00       | 96.49          | 1,195.02    | 274.98     | 81.29  |  |
| 247-441.005-706.0013                       | RET HLTH SVGS CONTR EMPLR | 1,050.00        | 1,050.00       | 54.23          | 609.45      | 440.55     | 58.04  |  |
| PERSONNEL SERVICES                         |                           | 119,230.00      | 120,420.00     | 5,352.16       | 63,069.76   | 57,350.24  | 52.37  |  |
| OTHER CHARGES                              |                           |                 |                |                |             |            |        |  |
| 247-441.005-941.0000                       | EQUIPMENT RENTAL OR LEASE | 45,000.00       | 45,000.00      | 788.95         | 13,593.69   | 31,406.31  | 30.21  |  |
| OTHER CHARGES                              |                           | 45,000.00       | 45,000.00      | 788.95         | 13,593.69   | 31,406.31  | 30.21  |  |
| Total Dept 441.005 - DOWNTOWN MAINTENANCE  |                           |                 |                |                |             |            |        |  |
|  |                           | 164,230.00      | 165,420.00     | 6,141.11       | 76,663.45   | 88,756.55  | 46.34  |  |
| Dept 748.000 - PRINCIPAL SHOPPING DISTRICT |                           |                 |                |                |             |            |        |  |
| PERSONNEL SERVICES                         |                           |                 |                |                |             |            |        |  |
| 247-748.000-702.0001                       | SALARIES & WAGES DIRECT   | 189,730.00      | 197,920.00     | 14,806.72      | 126,581.92  | 71,338.08  | 63.96  |  |
| 247-748.000-702.0002                       | OVERTIME PAY              | 0.00            | 0.00           | 0.00           | 11.25       | (11.25)    | 100.00 |  |
| 247-748.000-702.0003                       | LONGEVITY                 | 1,300.00        | 1,300.00       | 0.00           | 0.00        | 1,300.00   | 0.00   |  |
| 247-748.000-706.0001                       | FICA                      | 14,620.00       | 15,150.00      | 1,119.17       | 9,331.39    | 5,818.61   | 61.59  |  |
| 247-748.000-706.0002                       | HOSPITALIZATION           | 26,190.00       | 26,190.00      | 3,739.72       | 7,479.44    | 18,710.56  | 28.56  |  |
| 247-748.000-706.0003                       | LIFE INSURANCE            | 950.00          | 950.00         | 72.34          | 578.72      | 371.28     | 60.92  |  |
| 247-748.000-706.0004                       | RETIRE CONTRIB HEALTH     | 5,620.00        | 5,620.00       | 467.67         | 3,741.36    | 1,878.64   | 66.57  |  |
| 247-748.000-706.0005                       | DENTAL/OPTICAL            | 2,090.00        | 2,090.00       | 141.92         | 1,135.36    | 954.64     | 54.32  |  |
| 247-748.000-706.0006                       | LT/ST DISABILITY          | 920.00          | 920.00         | 62.32          | 498.56      | 421.44     | 54.19  |  |
| 247-748.000-706.0007                       | WORKER'S COMPENSATION     | 500.00          | 520.00         | 56.81          | 483.20      | 36.80      | 92.92  |  |
| 247-748.000-706.0010                       | RETIREMENT EMPLOYER CNTB  | 3,010.00        | 3,010.00       | 250.58         | 2,004.64    | 1,005.36   | 66.60  |  |
| 247-748.000-706.0012                       | RETIREMNT-DEF CONTR EMPLR | 9,180.00        | 9,180.00       | 623.08         | 4,984.64    | 4,195.36   | 54.30  |  |
| 247-748.000-706.0013                       | RET HLTH SVGS CONTR EMPLR | 1,820.00        | 1,820.00       | 140.00         | 1,120.00    | 700.00     | 61.54  |  |
| PERSONNEL SERVICES                         |                           | 255,930.00      | 264,670.00     | 21,480.33      | 157,950.48  | 106,719.52 | 59.68  |  |
| SUPPLIES                                   |                           |                 |                |                |             |            |        |  |
| 247-748.000-727.0000                       | POSTAGE                   | 3,000.00        | 3,000.00       | 0.00           | 0.00        | 3,000.00   | 0.00   |  |
| 247-748.000-729.0000                       | OPERATING SUPPLIES        | 3,500.00        | 3,500.00       | 51.37          | 1,522.49    | 1,977.51   | 43.50  |  |
| SUPPLIES                                   |                           | 6,500.00        | 6,500.00       | 51.37          | 1,522.49    | 4,977.51   | 23.42  |  |
| OTHER CHARGES                              |                           |                 |                |                |             |            |        |  |
| 247-748.000-801.0200                       | OTHER LEGAL               | 3,000.00        | 3,000.00       | 140.76         | 2,181.78    | 818.22     | 72.73  |  |
| 247-748.000-802.0100                       | AUDIT                     | 730.00          | 730.00         | 0.00           | 709.75      | 20.25      | 97.23  |  |
| 247-748.000-811.0000                       | OTHER CONTRACTUAL SERVICE | 40,000.00       | 40,000.00      | 2,700.00       | 19,680.00   | 20,320.00  | 49.20  |  |
| 247-748.000-829.0100                       | SNOW REMOVAL CONTRACT     | 59,000.00       | 59,000.00      | 10,796.00      | 39,047.00   | 19,953.00  | 66.18  |  |
| 247-748.000-829.0200                       | WEB SITE MAINTENANCE      | 5,000.00        | 5,000.00       | 0.00           | 1,500.00    | 3,500.00   | 30.00  |  |
| 247-748.000-851.0000                       | TELEPHONE                 | 1,600.00        | 1,600.00       | 101.34         | 505.48      | 1,094.52   | 31.59  |  |
| 247-748.000-901.0400                       | MARKETING & ADVERTISING   | 210,000.00      | 210,000.00     | 11,268.35      | 106,109.96  | 103,890.04 | 50.53  |  |
| 247-748.000-901.0500                       | PUBLIC RELATIONS          | 10,000.00       | 10,000.00      | 282.00         | 6,235.70    | 3,764.30   | 62.36  |  |
| 247-748.000-903.0000                       | TENANT RECRUITMENT        | 64,000.00       | 64,000.00      | 0.00           | 62,835.01   | 1,164.99   | 98.18  |  |
| 247-748.000-904.0000                       | PRINTING PSD MAGAZINE     | 85,000.00       | 85,000.00      | 0.00           | 53,867.94   | 31,132.06  | 63.37  |  |
| 247-748.000-909.0000                       | SPECIAL EVENTS            | 200,000.00      | 200,000.00     | 127.82         | 172,041.42  | 27,958.58  | 86.02  |  |
| 247-748.000-933.0200                       | EQUIPMENT MAINTENANCE     | 1,200.00        | 1,200.00       | 0.00           | 462.06      | 737.94     | 38.51  |  |
| 247-748.000-935.0200                       | MAINTENANCE SHOPPING DIST | 125,000.00      | 125,000.00     | 322.71         | 18,018.07   | 106,981.93 | 14.41  |  |
| 247-748.000-942.0000                       | COMPUTER EQUIPMENT RENTAL | 16,970.00       | 16,970.00      | 1,414.17       | 11,313.36   | 5,656.64   | 66.67  |  |
| 247-748.000-944.0000                       | BUILDING OR FACILITY RENT | 12,000.00       | 12,000.00      | 1,000.00       | 8,000.00    | 4,000.00   | 66.67  |  |
| 247-748.000-955.0100                       | TRAINING                  | 500.00          | 500.00         | 0.00           | 912.09      | (412.09)   | 182.42 |  |

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REVENUE AND EXPENDITURE REPORT  
 PERIOD ENDING 02/28/2018  
 % Fiscal Year Completed: 66.58

Page: 3/3

| GL NUMBER  | DESCRIPTION             | 2017-18      | 2017-18      | ACTIVITY FOR | YTD BALANCE | AVAILABLE    | % BDGT |
|--|-------------------------|--------------|--------------|--------------|-------------|--------------|--------|
|  |                         | ORIGINAL     | AMENDED      | MONTH        |             |              |        |
|  |                         | BUDGET       | BUDGET       | 02/28/18     | 02/28/2018  | BALANCE      | USED   |
| Fund 247 - PRINCIPAL SHOPPING DISTRICT           |                         |              |              |              |             |              |        |
| Expenditures                                     |                         |              |              |              |             |              |        |
| 247-748.000-955.0300                             | MEMBERSHIP & DUES       | 1,600.00     | 1,600.00     | 100.00       | 1,747.00    | (147.00)     | 109.19 |
| 247-748.000-955.0400                             | CONFERENCES & WORKSHOPS | 2,500.00     | 2,500.00     | 235.00       | 2,637.45    | (137.45)     | 105.50 |
| 247-748.000-957.0400                             | LIAB INSURANCE PREMIUMS | 4,500.00     | 4,500.00     | 375.00       | 3,000.00    | 1,500.00     | 66.67  |
| 247-748.000-962.0000                             | MISCELLANEOUS           | 0.00         | 2,372.00     | 121.18       | 4,254.51    | (1,882.51)   | 179.36 |
| OTHER CHARGES                                    |                         | 842,600.00   | 844,972.00   | 28,984.33    | 515,058.58  | 329,913.42   | 60.96  |
|  |                         |              |              |              |             |              |        |
| Total Dept 748.000 - PRINCIPAL SHOPPING DISTRICT |                         | 1,105,030.00 | 1,116,142.00 | 50,516.03    | 674,531.55  | 441,610.45   | 60.43  |
|  |                         |              |              |              |             |              |        |
| TOTAL EXPENDITURES                               |                         | 1,300,010.00 | 1,314,932.00 | 59,693.00    | 775,700.46  | 539,231.54   | 58.99  |
|  |                         |              |              |              |             |              |        |
| Fund 247 - PRINCIPAL SHOPPING DISTRICT:          |                         |              |              |              |             |              |        |
| TOTAL REVENUES                                   |                         | 1,300,010.00 | 1,314,932.00 | 413,514.87   | 984,167.04  | 330,764.96   | 74.85  |
| TOTAL EXPENDITURES                               |                         | 1,300,010.00 | 1,314,932.00 | 59,693.00    | 775,700.46  | 539,231.54   | 58.99  |
| NET OF REVENUES & EXPENDITURES                   |                         | 0.00         | 0.00         | 353,821.87   | 208,466.58  | (208,466.58) | 100.00 |



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BALANCE SHEET  
Period Ending 02/28/2018

Page: 1/1

Fund 247 PRINCIPAL SHOPPING DISTRICT

| GL Number                          | Description                        | Balance    |
|------------------------------------|------------------------------------|------------|
| *** Assets ***                     |                                    |            |
| 247-000.000-004.0000               | PETTY CASH                         | 475.00     |
| 247-000.000-005.0000               | CASH AND INVESTMENTS               | 872,999.94 |
| 247-000.000-028.0000               | MISCELLANEOUS                      | 11,613.72  |
| 247-000.000-028.9999               | ALLOW FOR DOUBTFUL ACCTS.          | (1,613.72) |
| 247-000.000-045.0870               | PSD SPEC ASSESS 17-18 A/R #870     | 78,524.98  |
| 247-000.000-048.0869               | PSD DELQ SPEC ASSESS 2016-2017 A/F | 9,825.14   |
| Total Assets                       |                                    | 971,825.06 |
| *** Liabilities ***                |                                    |            |
| 247-000.000-200.0000               | SUSPENSE ACCOUNT                   | 180.54     |
| 247-000.000-202.0000               | ACCOUNTS PAYABLE                   | 25,497.49  |
| 247-000.000-367.0700               | DEFER. INFLOWS - SPECIAL ASSESSMEN | 78,524.98  |
| 247-000.000-367.0800               | DEFER. INFLOWS - DELQ SPECIAL ASSE | 9,825.14   |
| Total Liabilities                  |                                    | 114,028.15 |
| *** Fund Balance ***               |                                    |            |
| 247-000.000-391.0000               | RETAINED EARNINGS                  | 649,330.33 |
| Total Fund Balance                 |                                    | 649,330.33 |
| Beginning Fund Balance             |                                    | 649,330.33 |
| Net of Revenues VS Expenditures    |                                    | 208,466.58 |
| Ending Fund Balance                |                                    | 857,796.91 |
| Total Liabilities And Fund Balance |                                    | 971,825.06 |

PRINCIPAL SHOPPING DISTRICT  
CASH FLOW  
FOR THE MONTH OF FEBRUARY 2018

| <u>DESCRIPTION</u>                     | <u>PROJECTED</u>  | <u>ACTUAL</u>     | <u>VARIANCE</u>  |
|--|-------------------|-------------------|------------------|
| BEGINNING CASH BALANCE                 | \$ 465,191        | \$ 556,734        | \$ 91,543        |
| CASH RECEIPTS:                         |                   |                   |                  |
| Special Assessments                    | 423,750           | 402,432           | (21,318)         |
| Interest Income                        | 290               | 933               | 643              |
| Special Event Revenue                  | <u>2,130</u>      | <u>150</u>        | <u>(1,980)</u>   |
| Sub-total cash receipts                | 426,170           | 403,515           | (22,655)         |
| CASH DISBURSEMENTS:                    |                   |                   |                  |
| OFFICE DISBURSEMENTS                   |                   |                   |                  |
| PSD Personnel Costs                    | 19,690            | 21,480            | (1,790)          |
| 727.0000 Postage                       | -                 | -                 | -                |
| 729.0000 Supplies                      | 280               | 240               | 40               |
| 801.0200 Legal                         | 250               | 364               | (114)            |
| 802.0100 Audit                         | -                 | -                 | -                |
| 811.0000 Other Contractual Service     | 2,090             | 2,650             | (560)            |
| 933.0200 Equipment Maintenance         | -                 | 270               | (270)            |
| 851.0000 Telephone                     | 130               | 101               | 29               |
| 955.0100 Training                      | -                 | -                 | -                |
| 955.0300 Memberships & Dues            | 30                | 575               | (545)            |
| 955.0400 Conferences & Workshops       | 200               | 307               | (107)            |
| 962.0000 Miscellaneous                 | -                 | 40                | (40)             |
| 942.0000 Computer Equipment Rental     | 1,414             | 1,414             | -                |
| 957.0400 Liability Insurance           | 375               | 375               | -                |
| 944.0000 Building Rent                 | <u>1,000</u>      | <u>1,000</u>      | <u>-</u>         |
| Sub-total Office Disbursements         | 25,459            | 28,816            | (3,357)          |
| PROGRAM DISBURSEMENTS                  |                   |                   |                  |
| DPS Downtown Maintenance               | 10,950            | 6,141             | 4,809            |
| Promotion Personnel Costs              | 2,370             | 3,036             | (666)            |
| 829.0100 Snow Removal                  | 15,400            | 9,417             | 5,983            |
| 935.0200 Maintenance PSD               | 300               | 40                | 260              |
| 901.0400 Marketing & Advertising       | 21,200            | 18,682            | 2,518            |
| 901.0500 Public Relations              | 1,000             | 2,250             | (1,250)          |
| 903.0000 Tenant Recruitment            | 6,000             | 10,726            | (4,726)          |
| 909.0000 Special Events                | 5,480             | 6,641             | (1,161)          |
| 904.0000 PSD Magazine                  | -                 | -                 | -                |
| 829.0200 Web Site Maintenance          | <u>-</u>          | <u>1,500</u>      | <u>(1,500)</u>   |
| Sub-total Program Disbursements        | <u>62,700</u>     | <u>58,433</u>     | <u>4,267</u>     |
| Total Disbursements                    | 88,159            | 87,249            | 910              |
| INCREASE (DECREASE) IN<br>CASH BALANCE | <u>338,011</u>    | <u>316,266</u>    | <u>(21,745)</u>  |
| ENDING CASH BALANCE                    | <u>\$ 803,202</u> | <u>\$ 873,000</u> | <u>\$ 69,798</u> |

PRINCIPAL SHOPPING DISTRICT  
ACTUAL CASH FLOW  
FOR THE EIGHT MONTHS ENDED FEBRUARY 2018

| DESCRIPTION                            | PROJECTED         | ACTUAL            | VARIANCE         |
|--|-------------------|-------------------|------------------|
| BEGINNING CASH BALANCE                 | \$ 634,789        | \$ 634,789        | \$ -             |
| CASH RECEIPTS:                         |                   |                   |                  |
| Special Assessments                    | 902,900           | 872,543           | (30,357)         |
| Interest Income                        | 2,250             | 3,018             | 768              |
| Special Event Revenue                  | <u>148,440</u>    | <u>149,709</u>    | <u>1,269</u>     |
| Sub-total cash receipts                | 1,053,590         | 1,025,270         | (28,320)         |
| CASH DISBURSEMENTS:                    |                   |                   |                  |
| OFFICE DISBURSEMENTS                   |                   |                   |                  |
| PSD Personnel Costs                    | 167,340           | 165,279           | 2,061            |
| 727.0000 Postage                       | 1,600             | -                 | 1,600            |
| 729.0000 Supplies                      | 2,380             | 2,627             | (247)            |
| 801.0200 Legal                         | 2,000             | 2,558             | (558)            |
| 802.0100 Audit                         | 730               | 710               | 20               |
| 811.0000 Other Contractual Service     | 16,720            | 19,980            | (3,260)          |
| 933.0200 Equipment Maintenance         | 600               | 674               | (74)             |
| 851.0000 Telephone                     | 1,040             | 505               | 535              |
| 955.0100 Training                      | 375               | 912               | (537)            |
| 955.0300 Memberships & Dues            | 960               | 1,747             | (787)            |
| 955.0400 Conferences & Workshops       | 1,850             | 2,654             | (804)            |
| 962.0000 Miscellaneous                 | -                 | 4,174             | (4,174)          |
| 942.0000 Computer Equipment Rental     | 11,312            | 11,312            | -                |
| 957.0400 Liability Insurance           | 3,000             | 3,000             | -                |
| 944.0000 Building Rent                 | <u>8,000</u>      | <u>8,000</u>      | <u>-</u>         |
| Sub-total Office Disbursements         | 217,907           | 224,132           | (6,225)          |
| PROGRAM DISBURSEMENTS                  |                   |                   |                  |
| DPS Downtown Maintenance               | 120,720           | 80,560            | 40,160           |
| Promotion Personnel Costs              | 20,110            | 25,878            | (5,768)          |
| 829.0100 Snow Removal                  | 43,600            | 28,251            | 15,349           |
| 935.0200 Maintenance PSD               | 51,410            | 22,198            | 29,212           |
| 901.0400 Marketing & Advertising       | 131,600           | 101,356           | 30,244           |
| 901.0500 Public Relations              | 7,000             | 5,954             | 1,046            |
| 903.0000 Tenant Recruitment            | 44,000            | 71,401            | (27,401)         |
| 909.0000 Special Events                | 184,830           | 171,661           | 13,169           |
| 904.0000 PSD Magazine                  | 62,000            | 53,868            | 8,132            |
| 829.0200 Web Site Maintenance          | <u>2,000</u>      | <u>1,800</u>      | <u>200</u>       |
| Sub-total Program Disbursements        | <u>667,270</u>    | <u>562,927</u>    | <u>104,343</u>   |
| Total Disbursements                    | 885,177           | 787,059           | 98,118           |
| INCREASE (DECREASE) IN<br>CASH BALANCE | <u>168,413</u>    | <u>238,211</u>    | <u>69,798</u>    |
| ENDING CASH BALANCE                    | <u>\$ 803,202</u> | <u>\$ 873,000</u> | <u>\$ 69,798</u> |



CITY OF BIRMINGHAM  
PRINCIPAL SHOPPING DISTRICT  
CASH FLOW ANALYSIS  
JULY 2017 TO JUNE 2018

| DESCRIPTION                         | ACTUAL       |                |                   |                 |                  |                  |                 |                  | PROJECTED     |               |             |              | Total<br>2017-2018 |
|-------------------------------------|--------------|----------------|-------------------|-----------------|------------------|------------------|-----------------|------------------|---------------|---------------|-------------|--------------|--------------------|
|                                     | JULY<br>2017 | AUGUST<br>2017 | SEPTEMBER<br>2017 | OCTOBER<br>2017 | NOVEMBER<br>2017 | DECEMBER<br>2017 | JANUARY<br>2018 | FEBRUARY<br>2018 | MARCH<br>2018 | APRIL<br>2018 | MAY<br>2018 | JUNE<br>2018 |                    |
| BEGINNING CASH BALANCE              | 634,789      | 532,564        | 525,183           | 498,743         | 451,393          | 375,016          | 286,718         | 556,734          | 873,000       | 800,081       | 705,137     | 605,398      | 634,789            |
| CASH RECEIPTS:                      |              |                |                   |                 |                  |                  |                 |                  |               |               |             |              |                    |
| 2016 Assessment                     | 1,859        | 29,974         | 19,268            | -               | -                | -                | -               | 7,539            | -             | -             | 13,700      | -            | 72,340             |
| 2017 Assessment                     | -            | -              | -                 | -               | -                | 9,327            | 409,683         | 394,893          | 9,470         | -             | -           | -            | 823,373            |
| Special Assessments                 | 1,859        | 29,974         | 19,268            | -               | -                | 9,327            | 409,683         | 402,432          | 9,470         | -             | 13,700      | -            | 895,713            |
| Interest Income                     | (80)         | 443            | 457               | 335             | 542              | 360              | 28              | 933              | 550           | 500           | 440         | 340          | 4,848              |
| Special Event Revenue               | 10,175       | 54,885         | 23,752            | 26,138          | 19,011           | 12,248           | 3,350           | 150              | 10,280        | 15,000        | 4,120       | 12,160       | 191,269            |
| Sub-total cash receipts             | 11,954       | 85,302         | 43,477<br>19,690  | 26,473          | 19,553           | 21,935           | 413,061         | 403,515          | 20,300        | 15,500        | 18,260      | 12,500       | 1,091,830          |
| CASH DISBURSEMENTS:                 |              |                |                   |                 |                  |                  |                 |                  |               |               |             |              |                    |
| OFFICE DISBURSEMENTS                |              |                |                   |                 |                  |                  |                 |                  |               |               |             |              |                    |
| PSD Personnel Costs                 | 16,905       | 29,515         | 18,832            | 19,470          | 18,548           | 19,363           | 21,166          | 21,480           | 29,520        | 19,690        | 19,690      | 19,690       | 253,869            |
| 727.00 Postage                      | -            | -              | -                 | -               | -                | -                | -               | -                | -             | 400           | 400         | 600          | 1,400              |
| 729.00 Supplies                     | 324          | 1,319          | 73                | 71              | 257              | 161              | 182             | 240              | 280           | 280           | 280         | 280          | 3,747              |
| 801.02 Legal                        | 340          | 176            | 751               | 59              | 164              | 364              | 340             | 364              | 250           | 250           | 250         | 250          | 3,558              |
| 802.01 Audit                        | -            | -              | 664               | -               | -                | 46               | -               | -                | -             | -             | -           | -            | 710                |
| 811.00 Other Contractual Service    | 3,100        | 2,350          | 1,515             | 2,015           | 2,600            | 2,100            | 3,650           | 2,650            | 5,010         | 6,090         | 6,090       | 6,090        | 43,260             |
| 933.02 Equipment Maintenance        | 212          | -              | -                 | -               | 192              | -                | -               | 270              | 300           | -             | -           | 300          | 1,274              |
| 851.00 Telephone                    | -            | -              | -                 | -               | -                | 403              | 1               | 101              | 130           | 130           | 130         | 170          | 1,065              |
| 955.01 Training                     | -            | 719            | -                 | -               | 193              | -                | -               | -                | -             | 125           | -           | -            | 1,037              |
| 955.03 Memberships & Dues           | 512          | -              | -                 | 250             | 280              | -                | 130             | 575              | -             | 270           | 370         | -            | 2,387              |
| 955.04 Conferences & Workshops      | -            | 1,266          | 60                | 75              | -                | 205              | 741             | 307              | -             | 200           | 100         | 350          | 3,304              |
| 962.00 Miscellaneous                | -            | 172            | 1,045             | 2,842           | -                | 75               | -               | 40               | -             | -             | -           | -            | 4,174              |
| 942.00 Computer Equipment Rental    | 1,414        | 1,414          | 1,414             | 1,414           | 1,414            | 1,414            | 1,414           | 1,414            | 1,414         | 1,414         | 1,414       | 1,416        | 16,970             |
| 957.04 Liability Insurance          | 375          | 375            | 375               | 375             | 375              | 375              | 375             | 375              | 375           | 375           | 375         | 375          | 4,500              |
| 944.00 Building Rent                | 1,000        | 1,000          | 1,000             | 1,000           | 1,000            | 1,000            | 1,000           | 1,000            | 1,000         | 1,000         | 1,000       | 1,000        | 12,000             |
| Sub-total Office Disbursements      | 24,182       | 38,306         | 25,729            | 27,571          | 25,023           | 25,506           | 28,999          | 28,816           | 38,279        | 30,224        | 30,099      | 30,521       | 353,255            |
| PROGRAM DISBURSEMENTS               |              |                |                   |                 |                  |                  |                 |                  |               |               |             |              |                    |
| DPS Downtown Maintenance            | 9,960        | 19,590         | 13,781            | 11,348          | 6,134            | 6,367            | 7,239           | 6,141            | 12,690        | 13,560        | 8,060       | 9,200        | 124,070            |
| Promotion Personnel Costs           | 2,744        | 4,116          | 2,793             | 3,640           | 3,042            | 3,599            | 2,908           | 3,036            | 3,530         | 2,370         | 2,370       | 2,370        | 36,518             |
| 829.01 Snow Removal                 | -            | -              | -                 | -               | -                | 9,417            | 9,417           | 9,417            | 15,400        | -             | -           | -            | 43,651             |
| 935.02 Maintenance PSD              | 3,805        | 773            | 1,482             | 2,981           | 4,063            | 8,902            | 152             | 40               | 10,000        | 30,000        | 17,500      | 16,090       | 95,788             |
| 901.04 Marketing & Advertising      | 6,508        | 16,200         | 14,017            | 7,213           | 15,655           | (10,955)         | 34,036          | 18,682           | 4,800         | 25,000        | 24,200      | 24,400       | 179,756            |
| 901.05 Public Relations             | 2,000        | -              | -                 | -               | 8                | 54               | 1,642           | 2,250            | -             | 1,000         | 1,000       | 1,000        | 8,954              |
| 903.00 Tenant Recruitment           | 12,566       | 4,000          | 4,000             | 4,000           | 666              | 25,293           | 10,150          | 10,726           | 5,000         | 5,000         | 5,000       | 5,000        | 91,401             |
| 909.00 Special Events               | 52,114       | 9,698          | 8,115             | 17,070          | 17,280           | 42,050           | 18,693          | 6,641            | 2,020         | 3,290         | 5,270       | 4,590        | 186,831            |
| 904.00 PSD Magazine                 | -            | -              | -                 | -               | 24,059           | -                | 29,809          | -                | -             | -             | 23,000      | -            | 76,868             |
| 829.02 Web Site Maintenance         | 300          | -              | -                 | -               | -                | -                | -               | 1,500            | 1,500         | -             | 1,500       | -            | 4,800              |
| Sub-total Program Disbursements     | 89,997       | 54,377         | 44,188            | 46,252          | 70,907           | 84,727           | 114,046         | 58,433           | 54,940        | 80,220        | 87,900      | 62,650       | 848,637            |
| Total Disbursements                 | 114,179      | 92,683         | 69,917            | 73,823          | 95,930           | 110,233          | 143,045         | 87,249           | 93,219        | 110,444       | 117,999     | 93,171       | 1,201,892          |
| INCREASE (DECREASE) IN CASH BALANCE | (102,225)    | (7,381)        | (26,440)          | (47,350)        | (76,377)         | (88,298)         | 270,016         | 316,266          | (72,919)      | (94,944)      | (99,739)    | (80,671)     | (110,062)          |
| ENDING CASH BALANCE                 | 532,564      | 525,183        | 498,743           | 451,393         | 375,016          | 286,718          | 556,734         | 873,000          | 800,081       | 705,137       | 605,398     | 524,727      | 524,727            |



*The Shopping District*

## Special Events Committee Meeting

Friday, March 9, 8 a.m.

**Members:** A-Woods, Astrein, Fehan, Kay, Pavlack, Pohlod and Solomon

**Staff:** Tighe, Brook, Yerks

### 1. Welcome and Introductions

PRESENT: A-Woods, Astrein, Fehan, Kay, Pavlack, Pohlod, and Solomon

ALSO PRESENT: Austin Morin

ADMINISTRATION: Tighe, Brook, Yerks

### 2. Construction

#### • Ground Breaking/Kick-off

- City has scheduled event for March 28<sup>th</sup> at 9 a.m.
- The committee thinks it would be better to change the time to later in the afternoon so that families could attend. The event could then have a touch-a-truck component and a more festive feel.
- It was proposed that the committee recommend to the city that the time be switched to 4:30 p.m.

VOTE: Yeas, 7 Nays, 0 Absent, 0

#### • Birmingham Bonus Bucks

- Details of the program were explained (see attached document)
- After discussion about including restaurant purchases, all in attendance agreed that \$20 of BBBs should be awarded for each \$100 purchase at a retail location and for each \$200 purchase at a restaurant.
- The group talked about making sure that there are safeguards in place to protect against fraud.
- Everyone agreed that it is important to cap the amount each person can receive each month at \$100.
- The BSD will supply each merchant with a VOIDED sample BBB and details on the program.

#### • Birmingham Construction Art Contest

- Details of the program were explained (see attached document).
- Fehan suggested that it would make more sense to use 8' sections because that is the standard size used in construction. Everyone agreed with this recommendation.
- We will work with BSD merchants if they would like to select a specific section of the barricade to paint.
- Press releases will be distributed in an effort to get tv news coverage.

#### • Chocolate Walk

- This is the idea to have an evening of shopping with special treats at participating stores.
- We will discuss this at the next Merchant Meeting to see if merchants would be willing to participate before moving forward with planning.
- Where's Wally? This is a promotion that would start later in the construction period

### 3. Upcoming Events

- **Farmers Market**

- Opening Day May 6<sup>th</sup>
- Vendor applications now live on the website
- Currently recruiting sponsors
- Should have information on construction activities and that stores are open during construction available at the BSD tent
- BSD merchants can have 2 free weeks at the Market

- **Movie Nights**

June 22 – *Sing*

July 20 – *Back to the Future*

August 24 – *The Incredibles*

- Sponsors for water, popcorn and ice cream have been confirmed.
- We will look into having a school choir or singing group as a part of the pre-show entertainment for *Sing*.

- **Day on the Town**

- Event date survey results show that July 28th is the date preferred by the 32 responding merchants.
- It was proposed that we should lock-in July 28th as the event date.  
VOTE: Yeas, 7 Nays, 0 Absent, 0

- **Santa plan**

- The group suggested having a parade/event to welcome Santa on Small Business Saturday. This could include reindeer, carolers, chestnuts, etc.

#### **UPCOMING EVENTS:**

May 6 – Farmers Market Opening Day

June 22 – Movie Night

**NEXT MEETING DATE – Friday, April 13, 2018 at 8:30 AM**

## **Birmingham Bonus Bucks**

### **For the Shopper:**

\$20 in Birmingham Bonus Bucks (BBB) will be awarded to shoppers for each \$100 spent with Birmingham Shopping District (BSD) retailers or for every \$200 spent at BSD restaurants during the construction period, April 11 – July 15, 2018 or until promotion maximum has been reached. Promotion does not apply during the Day on the Town event.

Birmingham Bonus Bucks must be redeemed in person, for their full \$20 value (no change will be given) during one purchase at a BSD merchant by July 25, 2018.

Individuals are eligible to earn a maximum of \$100 in Birmingham Bonus Bucks each month during the promotional period.

Once purchases are made, shoppers should visit the BSD website at [ALLINBirmingham.com/BBB](http://ALLINBirmingham.com/BBB) to complete the submission form.

Shoppers will submit their contact information, the name of the store(s)/restaurants, dollars spent and upload a photo of their receipts.

The BSD tracks this information. When a shopper has reached \$100 in retail spending or \$200 in spending at a restaurant, the BSD will issue a \$20 Birmingham Bonus Buck and mail it (via USPS) to the shopper.

Authentic certificates will be numbered and embossed.

Receipts for BBBs can also be processed at the BSD office Monday –Friday from 9 a.m. – 3 p.m.

Purchases made while redeeming BBBs will not count toward earning more BBBs.

On-line submissions of receipts must be received no later than July 16<sup>th</sup> in order for a BBB certificate to be mailed to the recipient.

Questions should be directed to the BSD at 248-530-1200.

### **For the Merchant:**

Merchants who redeem BBBs should immediately mark the BBB as “Redeemed” and write the store name and date on the BBB.

BBBs will be numbered and embossed – they should only be redeemed by merchants if they have the proper markings on them.

Merchants will be given information to share with shoppers with more detailed instructions.

Merchants will bring any collected BBBs to the BSD office. The BSD will record the number of certificates redeemed at each store and will process reimbursement checks monthly.

All BBBs must be turned in to the BSD office by August 15<sup>th</sup> for reimbursement – NO EXCEPTIONS.

Questions should be directed to the BSD at 248-530-1200.



*The Shopping District*

## **Marketing & Advertising Committee Meeting**

Thursday, March 22, 8 a.m.

**Members:** Benkert, Champagne, C. Daskas K. Daskas, Eid, Kay, and Lundberg

**Staff:** Tighe, Gamboa

### **1. Welcome and Introductions**

PRESENT: Benkert, C. Daskas, Eid, Kay, Lundberg

ABSENT: Champagne, K. Daskas

ADMINISTRATION: Tighe, Gamboa

### **2. Birmingham Magazine – Spring/Summer Edition**

#### **• Editorial Lineup and Timeline**

- BSD staff members talked about the Spring/Summer edition of the Birmingham Magazine, due out in early May. The photo shoot for the magazine took place on Thursday, March 8 at Bolyard Lumber Yard and everyone was pleased with the photos and the beautiful contrast between the clothing and the wood. This edition will feature jackets, sunglasses, trending hair treatments, tropical items and more.

### **3. HOUR Media Credits**

#### **• DBusiness**

- The committee talked about how to allocate media credits through the BSD's Hour Media contract and unanimously voted to place an ad in the September/October edition of DBusiness.

#### **• Detroit Home**

- Also using media credits through the BSD's Hour Media contract, the committee unanimously voted to place an ad in the October/November edition of Detroit Home.

### **4. BSD Website Design Refresh**

- The committee looked at the BSD website design refresh and was pleased with its progress. The BSD plans to launch the updated site in early April.

### **5. Start Time for Marketing & Advertising Committee Meetings**

- The committee talked about the start time for future Marketing & Advertising Committee meetings and decided 8:30 a.m. works best going forward. In the event of a meeting with numerous items on the agenda, the start time could change to 8 a.m.

### **6. Other Discussion**

#### **• BSD Tent**

- C. Daskas asked about the status of a new BSD outdoor 10x10 tent. Tighe explained plans are on hold for now due to funds being allocated toward construction incentives and promotions. Eid said he recommends someone who recently designed their tent. He will send their contact information to BSD staff.



- **Spring/Summer Birmingham Magazine Proof Review**
  - The committee looked through the proof pages of the Birmingham Magazine and was very pleased with the overall magazine. They unanimously voted on the cover photo and offered comments/suggestions regarding how to improve different items throughout the magazine. Suggestions will be made to HOUR Media regarding the Anorak and tropical pages.

**Next Meeting: Thursday, April 12, 2018, 8:30 AM City Hall, 2nd Floor Conference Room**





*The Shopping District*

## **Maintenance/Capital Improvement Committee**

**March 13, 2018**

**Members:** Fehan, Pohlod, Quintal, Roberts

**Staff:** Jurek, Laird, Wood

### **1. Welcome and Introductions**

PRESENT: Quintal, Pohlod, Roberts

ABSENT: Fehan, Wood (Staff)

ADMINISTRATION: Tighe, Laird, Jurek

### **2. Old Woodward Construction Valet RFP**

- The committee reviewed bids and conducted interviews for the Valet Parking RFP. Two companies, In-House Valet and Metro Valet, submitted proposals for the valet parking project during construction. The committee unanimously voted on In-House valet as the winning vendor and recommends approval of In-House Valet to provide services for the BSD.

### **3. Hanging baskets and planters**

- Due to construction, the committee determined that only 170 small hanging baskets and 4 large hanging baskets are need in the BSD.

### **4. Merrill Street Holiday Lighting**

- Committee wants to look into either keeping same decorating scheme as past years or twinkling lights.

**Next Meeting: Tuesday, April 10, 2018 at 8 a.m. City Hall, 2<sup>nd</sup> Floor Conference Room**



## **Business Development Committee Meeting**

**March 27, 2018**

**Members:** Hockman, Quintal, Surnow

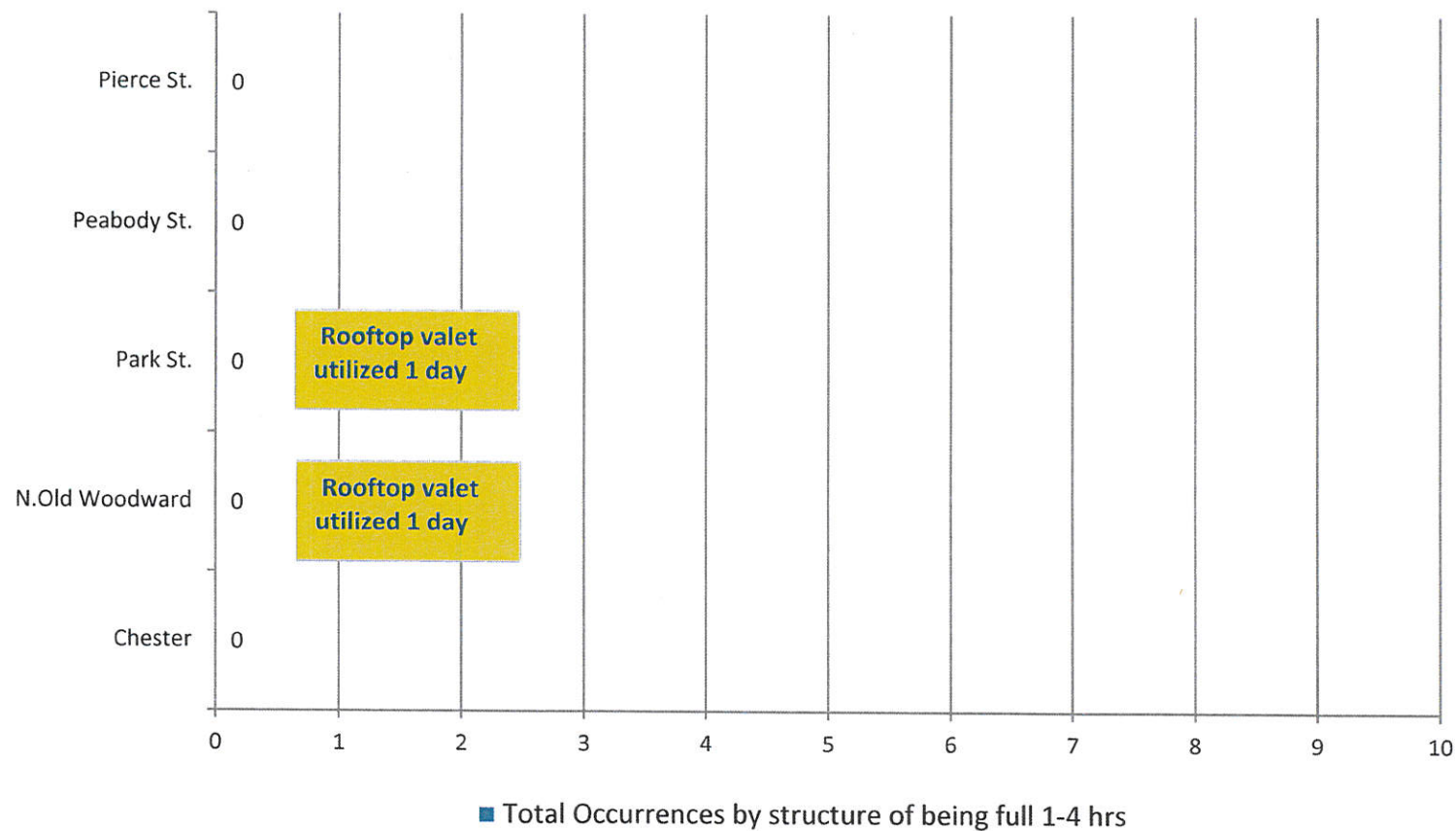
**Staff:** Tighe

- 1. Welcome and Introductions**
  - PRESENT: Hockman, Quintal, Surnow
  - ABSENT: none
  - ADMINISTRATION: Tighe
- 2. Nomination of Committee Chair**
  - Committee unanimously nominated Sam Surnow as committee chair
- 3. Review of committee procedures**
  - Committee reviewed BSD committee procedures recently passed at March BSD board meeting
- 4. Committee responsibilities**
  - **Committee discussed and agreed upon the following committee responsibilities:**
    - Review the development and implementation of strategic business development initiatives aligned with the BSD strategic plan.
    - Support existing businesses by connecting current merchants, restaurants, and businesses to various resources and tools.
    - Make recommendations on business attraction opportunities.
    - Respond to emerging issues related to business development i.e. changing market conditions.
    - Report the progress and outcomes of business development initiatives.
    - Develop and maintain marketing materials designed to tell Birmingham's story to retailers and commercial real estate professionals.
    - Serve as ambassadors to new businesses to welcome them and offer assistance, as necessary.
    - Act as liaisons to other boards and committees as it relates to business development.
- 5. Committee goals**
  - Develop tenant recruitment process.
  - Develop property owner relationships.
  - Assist current businesses with retention and growth tools.

**Next Scheduled Meeting: TBD**

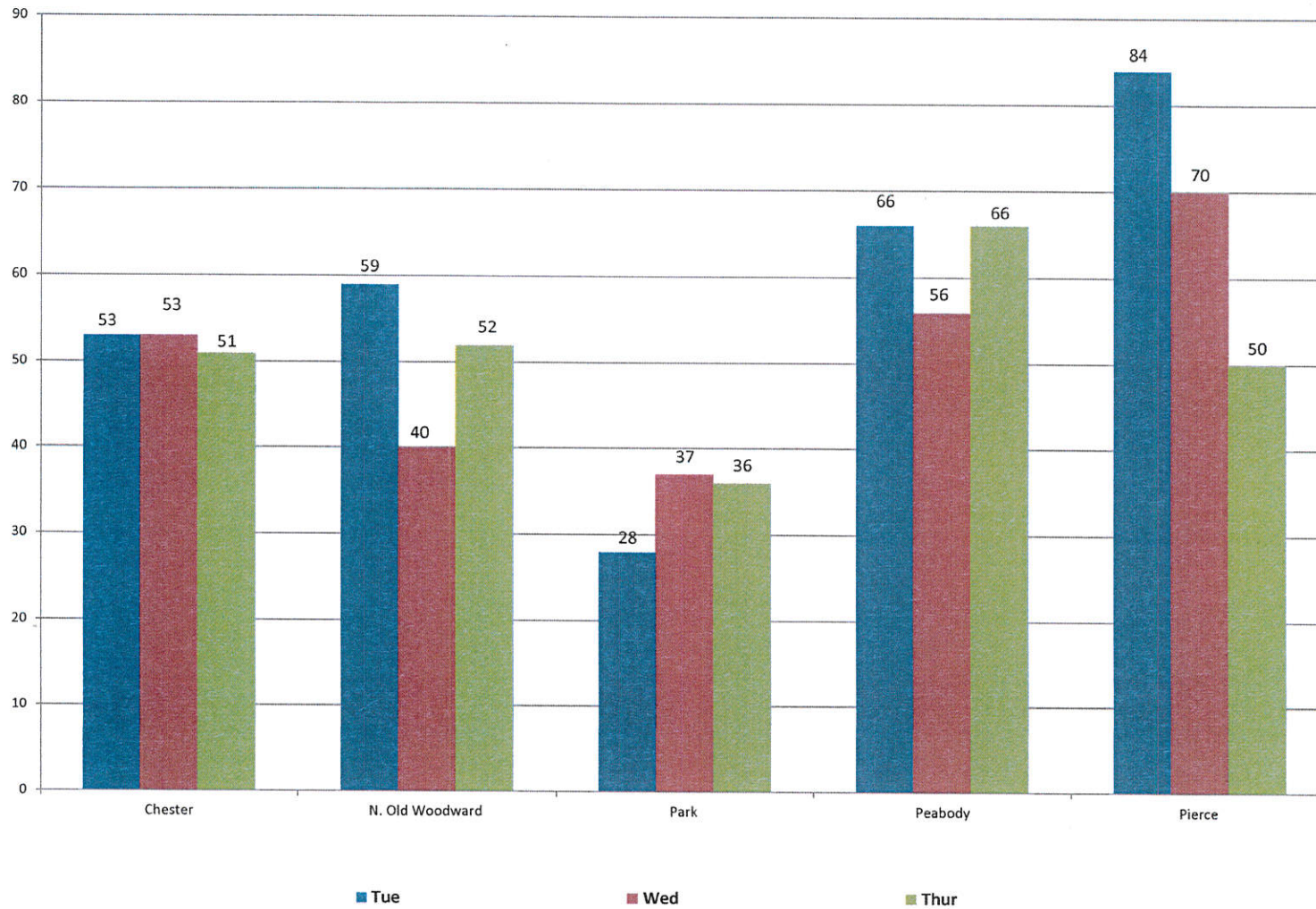
# Parking Full Status by Structure

February 2018 Business Days Only (M-Friday)



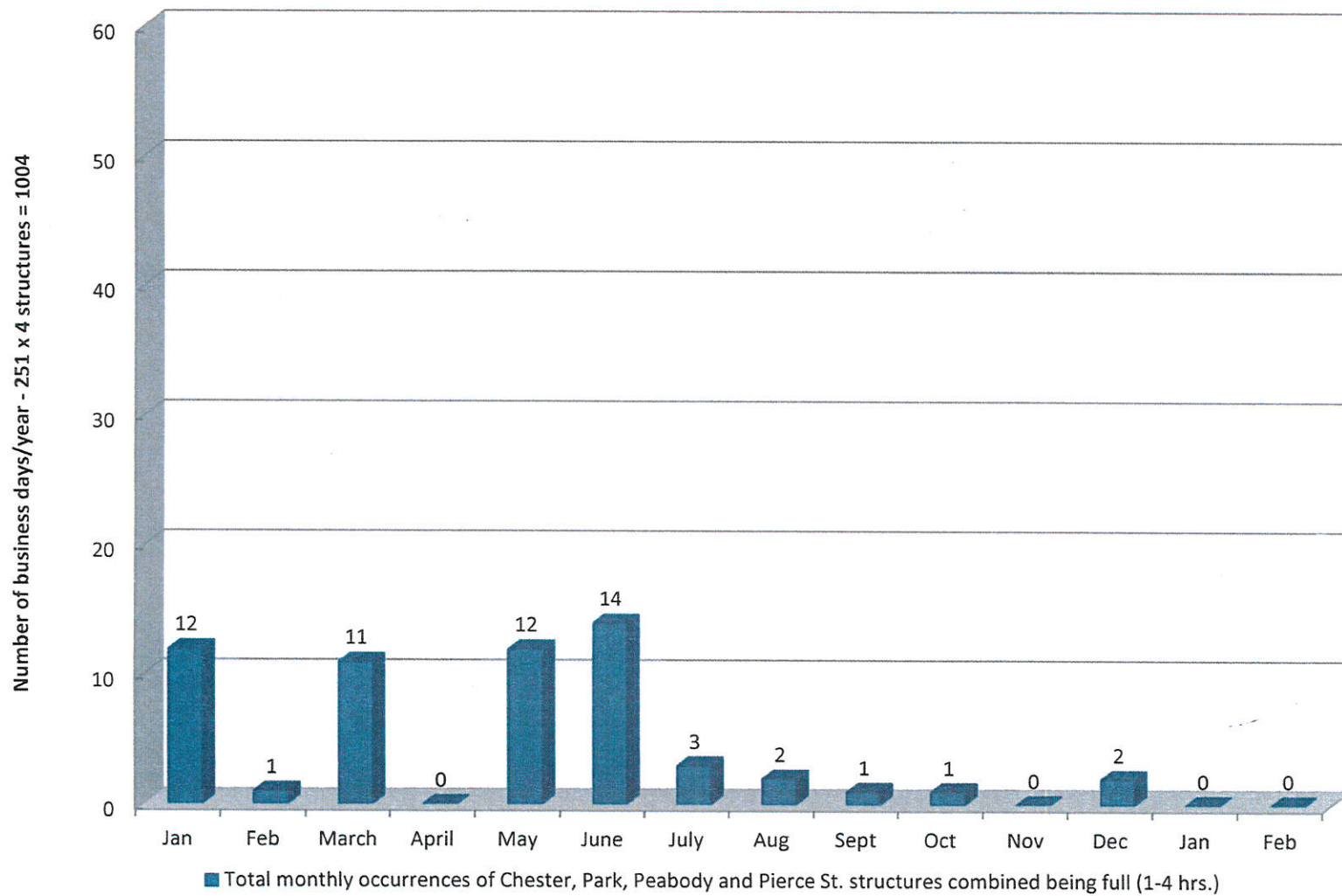
R10E1

## Structure Occupancy at 1 pm Tuesday-Thursday Average Available Spaces - February 2018

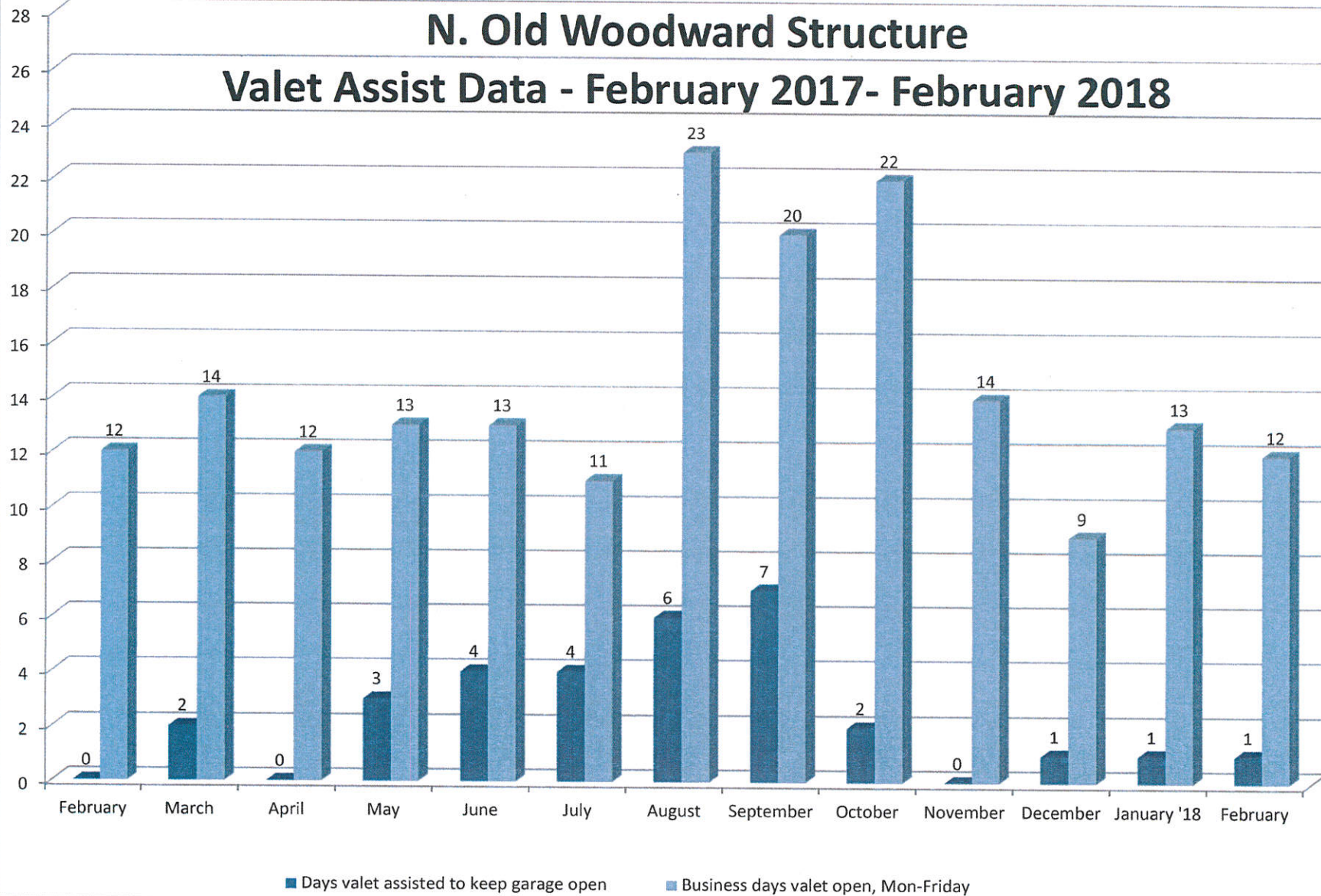




## 2017-18 Combined Parking Structure Full Status

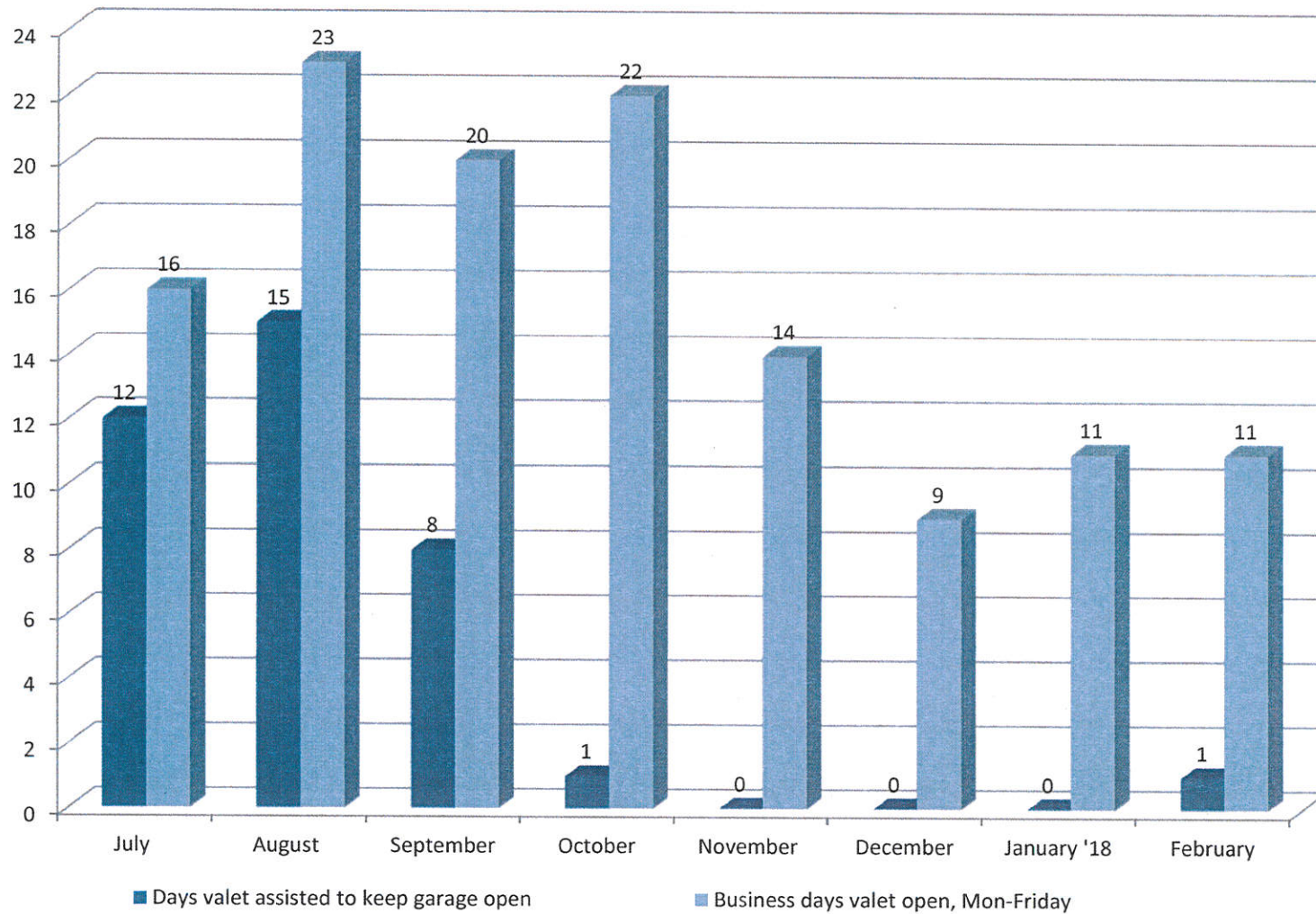


## N. Old Woodward Structure Valet Assist Data - February 2017- February 2018



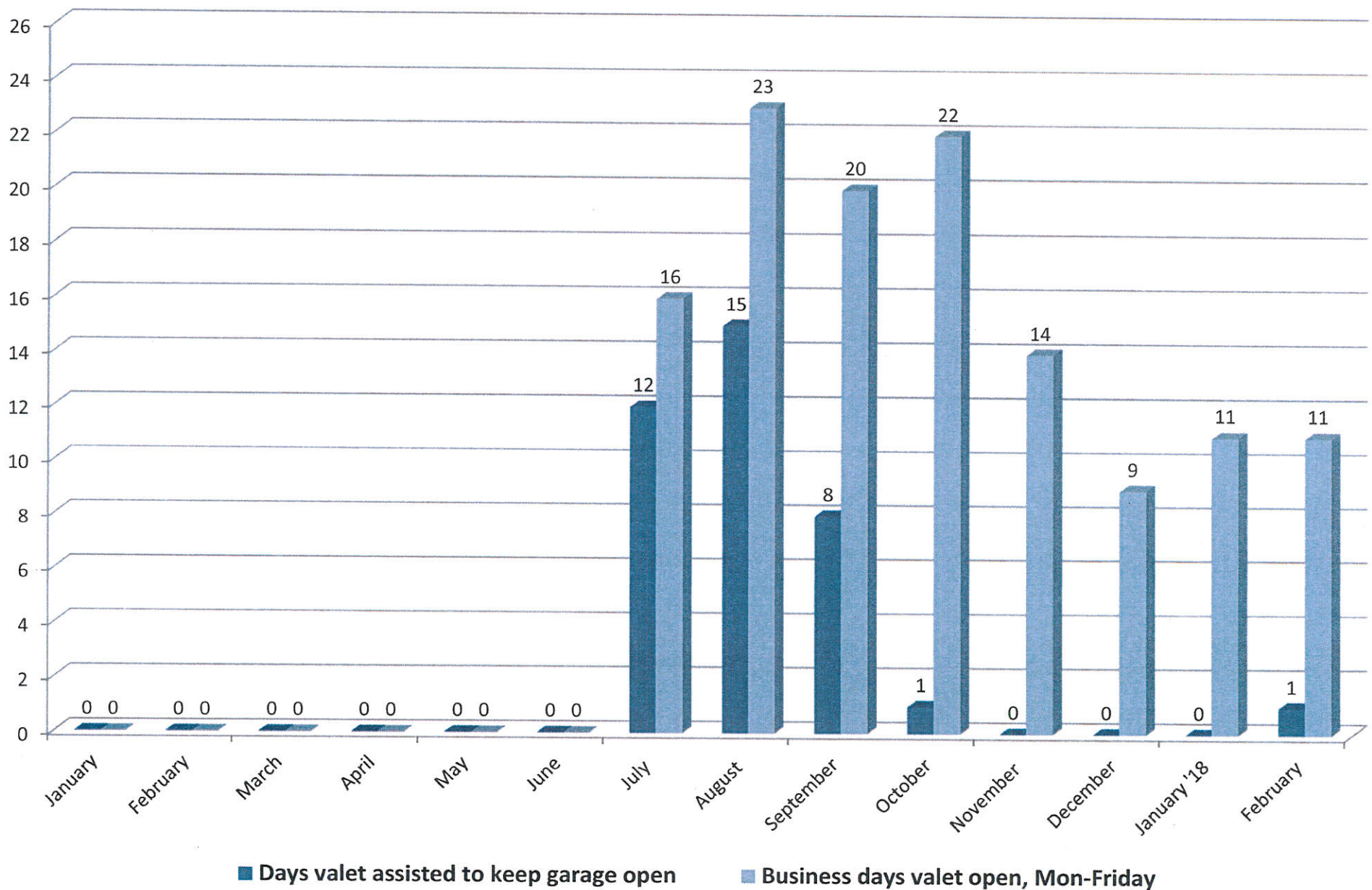


## Park Street Structure Valet Assist Data - July 2017 - February 2018



# Park Street Structure

## Valet Assist Data - January 2017 - February 2018



# Birmingham Principal Shopping District Board

Voucher List For: 04/05/2018

| Early<br>Release | Vendor                           | Description                                | Account                      | Amount   |
|------------------|----------------------------------|--|------------------------------|----------|
|                  | ART/DESIGN GROUP LTD             | ARTWORK FOR BFM AND<br>CONSTRUCTION        | MARKETING & ADVERTISING      | 3,015.50 |
|                  | ARTECH PRINTING INC              | BSD WINDOW ENVELOPES                       | OPERATING SUPPLIES           | 194.00   |
|                  | BEIER HOWLETT P.C.               | LEGAL FEES FOR VALET &<br>CRUISE           | OTHER LEGAL                  | 129.03   |
|                  | DOWNTOWN<br>PUBLICATIONS INC     | CONSTRUCTION ADVERTISING                   | MARKETING & ADVERTISING      | 200.00   |
|                  | ELLEN YERKS                      | MILEAGE FOR MIFMA MEETING<br>3/6 & 3/7     | SPECIAL EVENTS               | 85.57    |
|                  | ICSC                             | 3 YEAR MEMBERSHIP PAID<br>THROUGH 4/30/21  | MEMBERSHIP & DUES            | 270.00   |
|                  | IN-HOUSE VALET INC               | FEBRUARY 19 - MARCH 25<br>VALET SUPPLEMENT | OTHER CONTRACTUAL<br>SERVICE | 2,500.00 |
|                  | KEATON PUBLICATIONS<br>GROUP LLC | ADVERTISING IN LIFESTYLE                   | MARKETING & ADVERTISING      | 1,000.00 |
|                  | NICK'S MAINTENANCE<br>SERVICE    | MARCH & SNOW REMOVAL                       | SNOW REMOVAL CONTRACT        | 9,416.00 |
|                  | OFFICE DEPOT INC                 | MISC OFFICE SUPPLIES                       | OPERATING SUPPLIES           | 126.13   |
|                  | RACHEL WINER                     | MARCH 11 - APRIL 11 SOCIAL<br>MEDIA        | MARKETING & ADVERTISING      | 850.00   |
|                  | REVIZE LLC                       | ONETIME FEE FOR WEBSITE<br>UPDATE          | WEB SITE MAINTENANCE         | 4,775.00 |
|                  | SIGNS-N-DESIGNS INC              | POSTER FOR KIOSK                           | MARKETING & ADVERTISING      | 95.00    |
|                  | SP+ CORPORATION                  | APRIL EMPLOYEE PARKING                     | OTHER CONTRACTUAL<br>SERVICE | 100.00   |
|                  | WORRY FREE INC                   | HANGING BASKETS PAYMENT 1<br>OF 2          | MAINTENANCE SHOPPING<br>DIST | 5,650.00 |
|                  | WXYZ/TV 7                        | RESTAURANT WEEK<br>ADVERTISING             | MARKETING & ADVERTISING      | 154.55   |

**Birmingham Principal Shopping District Board****Voucher List For:** 04/05/2018

| Early<br>Release       | Vendor | Description  | Account | Amount       |
|------------------------|--------|--|---------|--------------|
| Total :                |        |  |         | \$ 28,560.78 |
| <b>Journal Entries</b> |        |  |         |              |
|                        |        | Home Depot – paint & materials for construction area |         | \$ 227.95    |
|                        |        | Petty Cash – supplies for Birmingham Bonus Bucks     |         | 55.92        |
|                        |        | Petty Cash – MIFMA Conference social for Ellen       |         | 25.00        |
|                        |        | Postage – Movie Night                                |         | 92.48        |
|                        |        | Postage – Farmers Market                             |         | 51.34        |
|                        |        | Postage – Day On The Town                            |         | 115.50       |
|                        |        | Postage – Cruise Event                               |         | 175.35       |
|                        |        | Postage – General                                    |         | 280.17       |
|                        |        | Oakland County – Economic luncheon Ingrid            |         | 50.00        |
|                        |        | Total Journal Entries                                |         | \$ 1,073.71  |
|                        |        | TOTAL VOUCHERS AND JOURNAL ENTRIES                   |         | \$ 29,634.49 |
|                        |        |  |         | =====        |

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

Board Chair\_\_\_\_\_

Date\_\_\_\_\_



## MEMORANDUM

**DATE:** April 1, 2018  
**TO:** Birmingham Shopping District Board of Directors  
**FROM:** Executive Director, Ingrid Tighe  
**SUBJECT:** New Business Item 8 A BSD Committee Membership Approval

---

The attached committee membership application is for Bob Gibbs to be a member of the Maintenance and Capital Improvements Committee. Committee membership applications are presented to the BSD Board of Directors for approval as they are received, on a rolling basis, at monthly BSD board meetings.

**Suggested Action - New Business Item 8 A:**

To approve the BSD Committee application, pending final staff review and final revisions if required.





## 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  
[http://www.enjoybirmingham.com/about/about\\_the\\_psd.php](http://www.enjoybirmingham.com/about/about_the_psd.php) (Please print clearly)

Committee of Interest Maintenance & Capital

Name Robert Gibbs, AICP, ASLA

Phone 248 6424800

Residential Address 580 Hamilton Bloomfield Village

Email rgibbs@gibbsplanning.com

Business Address 240 Martin St. Birmingham

Occupation Urban Planner

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

List your related employment experience Consulted with over 400 cities on downtown master plans & Co-authored the Birmingham 2016 Master Plan in 1996

List your related community activities Served on Birmingham's Downtown Historic Design Board and the Board of Zoning Appeals

List your related educational experience Masters in Landscape Architecture, University of Michigan

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:

None known

Robert J. Gibbs

Signature of Applicant

Feb. 16, 2018

Date

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





## MEMORANDUM

**DATE:** March 28, 2018

**TO:** Birmingham Shopping District Board

**FROM:** Ingrid Tighe, Executive Director

**SUBJECT:** New Business Item 8 B Valet Parking Services during Old Woodward Reconstruction Agreement

---

The BSD Maintenance and Capital Improvements Committee received bids from two companies, In-House Valet and Metro Valet, for valet parking services during Old Woodward reconstruction. The committee reviewed bids and conducted interviews for the project. The committee unanimously voted on In-House valet as the winning vendor and recommends approval of In-House Valet to provide services for the BSD.

**Suggested Action - New Business Item 8 B:**

**To approve the agreement with In-House Valet for valet parking services during Old Woodward Reconstruction, pending final staff review and final revisions if required.**

**ATTACHMENT A - AGREEMENT**  
**Valet Parking Services during Old Woodward Reconstruction**

---

This AGREEMENT, made this 5<sup>th</sup> day of April, 2018, by and between the BIRMINGHAM SHOPPING DISTRICT (hereinafter sometimes called "BSD"), having its principal municipal office at 151 Martin Street, Birmingham, MI, and ~~In-House Valet~~ having its principal office at 2802 Derby Birmingham (hereinafter called "Contractor"), provides as follows:

**WITNESSETH:**

**WHEREAS**, the BSD has heretofore advertised for bids for the procurement and performance of services required for Valet Parking during Old Woodward reconstruction in the downtown Birmingham Shopping District and in connection therewith has prepared a request for sealed proposals ("RFP"), which includes certain instructions to bidders, specifications, terms and conditions.

**WHEREAS**, the Contractor has professional qualifications that meet the project requirements and has made a bid in accordance with such request for cost proposals to perform Valet Parking Services during Old Woodward reconstruction in the downtown Birmingham Shopping District.

**NOW, THEREFORE**, for and in consideration of the respective agreements and undertakings herein contained, the parties agree as follows:

1. It is mutually agreed by and between the parties that the documents consisting of the Request for Proposal to perform for Valet Parking Services during Old Woodward reconstruction in the downtown Birmingham Shopping District. The Contractor's cost proposal dated March 8, 2018 shall be incorporated herein by reference and shall become a part of this Agreement, and shall be binding upon both parties hereto.
2. The Contractor's Proposal shall be incorporated herein by reference, shall become a part of this Agreement, and shall be binding on the parties hereto. In the event there is a conflict between the Proposal and this Agreement, this Agreement shall control.
3. This Agreement shall be for duration of the reconstruction commencing on the date the BSD executes this Agreement. If changes to the existing terms are sought, an amendment to the Agreement must be prepared and signed before any changes are effective.
4. Notwithstanding the foregoing term, either party may terminate this Agreement for any or no reason upon a thirty day (30) notice to the other party. If the BSD terminates the Agreement under this paragraph, Contractor will be compensated for any work already performed up to the date of termination. However, Contractor shall

not perform any new work or incur new costs after the BSD's notice of termination unless specifically authorized by the BSD.

5. The BSD shall pay the Contractor for the performance of this Agreement in an amount not to exceed \$17 per hour per employee as set forth in the Contractor's Vallet parking 2018 cost proposal.
6. This Agreement shall commence upon execution by both parties, unless the BSD exercises its option to terminate the Agreement in accordance with the Request for Proposals.
7. The Contractor shall employ personnel of good moral character and fitness in performing all services under this Agreement.
8. The Contractor and the BSD agree that the Contractor is acting as an independent Contractor with respect to the Contractor's role in providing services to the BSD pursuant to this Agreement, and as such, shall be liable for its own actions and neither the Contractor nor its employees shall be construed as employees of the City of Birmingham ("City") or BSD. Nothing contained in this Agreement shall be construed to imply a joint venture or partnership and neither party, by virtue of this Agreement, shall have any right, power or authority to act or create any obligation, express or implied, on behalf of the other party, except as specifically outlined herein. Neither the BSD nor the Contractor shall be considered or construed to be the agent of the other, nor shall either have the right to bind the other in any manner whatsoever, except as specifically provided in this Agreement, and this Agreement shall not be construed as a contract of agency. The Contractor shall not be entitled or eligible to participate in any benefits or privileges given or extended by the City and BSD, or be deemed an employee of the City or BSD for purposes of federal or state withholding taxes, FICA taxes, unemployment, workers' compensation or any other employer contributions on behalf of the City.
9. The Contractor acknowledges that in performing services pursuant to this Agreement, certain confidential and/or proprietary information (including, but not limited to, internal organization, methodology, personnel and financial information, etc.) may become involved. The Contractor recognizes that unauthorized exposure of such confidential or proprietary information could irreparably damage the BSD. Therefore, the Contractor agrees to use reasonable care to safeguard the confidential and proprietary information and to prevent the unauthorized use or disclosure thereof. The Contractor shall inform its employees of the confidential or proprietary nature of such information and shall limit access thereto to employees rendering services pursuant to this Agreement. The Contractor further agrees to use such confidential or proprietary information only for the purpose of performing services pursuant to this Agreement. Some retailers may require the use of a Non-Disclosure Agreement (NDA). In the case of a NDA, Contractor agrees to keep information pertaining to the retailer and transaction confidential as specified by the parameters of the NDA.



10. This Agreement shall be governed by and performed, interpreted and enforced in accordance with the laws of the State of Michigan. The Contractor agrees to perform all services provided for in this Agreement in accordance with and in full compliance with all local, state and federal laws and regulations.
11. If any provision of this Agreement is declared invalid, illegal or unenforceable, such provision shall be severed from this Agreement and all other provisions shall remain in full force and effect.
12. This Agreement shall be binding upon the successors and assigns of the parties hereto, but no such assignment shall be made by the Contractor without the prior written consent of the BSD. Any attempt at assignment without prior written consent shall be void and of no effect.
13. The Contractor agrees that neither it nor its sub-Contractors will discriminate against any employee or applicant for employment with respect to hire, tenure, terms, conditions or privileges of employment, or a matter directly or indirectly related to employment because of race, color, religion, national origin, age, sex, height, weight or marital status. The Contractor shall inform the BSD of all claims or suits asserted against it by the Contractor's employees who work pursuant to this Agreement. The Contractor shall provide the BSD with periodic status reports concerning all such claims or suits, at intervals established by the BSD.
14. The Contractor shall not commence work under this Agreement until it has, at its sole expense, obtained the insurance required under this paragraph. All coverages shall be with insurance companies licensed and admitted to do business in the State of Michigan. All coverages shall be with carriers acceptable to the BSD.
15. The Contractor shall maintain during the life of this Agreement the types of insurance coverage and minimum limits as set forth below:
  - A. Workers' Compensation Insurance: Contractor shall procure and maintain during the life of this Agreement, Workers' Compensation Insurance, including Employers Liability Coverage, in accordance with all applicable statutes of the State of Michigan.
  - B. Commercial General Liability Insurance: Contractor shall procure and maintain during the life of this Agreement, Commercial General Liability Insurance on an "Occurrence Basis" with limits of liability not less than **\$1,000,000** per occurrence combined single limit, Personal Injury, Bodily Injury and Property Damage. Coverage shall include the following extensions: (A) Contractual Liability; (B) Products and Completed Operations; (C) Independent Contractors Coverage; (D) Broad Form General Liability Extensions or equivalent.

- C. Motor Vehicle Liability: Contractor shall procure and maintain during the life of this Agreement Motor Vehicle Liability Insurance, including all applicable no-fault coverages, with limits of liability of not less than \$1,000,000 per occurrence combined single limit Bodily Injury and Property Damage. Coverage shall include all owned vehicles, all non-owned vehicles, and all hired vehicles.
- D. Additional Insured: Commercial General Liability and Motor Vehicle Liability Insurance, as described above, shall include an endorsement stating the following shall be *Additional Insureds*: Birmingham Shopping District, including all elected and appointed officials, all employee and volunteers, all boards, commissions and/or authorities and board members, including employees and volunteers thereof. This coverage shall be primary to any other coverage that may be available to the additional insured, whether any other available coverage by primary, contributing or excess.
- E. Professional Liability: Professional liability insurance with limits of not less than \$1,000,000 per claim if Contractor will provide service that are customarily subject to this type of coverage.
- F. Owners Contractors Protective Liability: The Contractor shall procure and maintain during the life of this contract, an Owners Contractors Protective Liability Policy with limits of liability not less than \$3,000,000 per occurrence, combined single limit, Personal Injury, Bodily Injury and Property Damage. The Birmingham Shopping District shall be "Name Insured" on said coverage. Thirty (30) days Notice of Cancellation shall apply to this policy.
- G. Cancellation Notice: Workers' Compensation Insurance, Commercial General Liability Insurance and Motor Vehicle Liability Insurance (and Professional Liability Insurance, if applicable), as described above, shall include an endorsement stating the following: "Thirty (30) days Advance Written Notice of Cancellation or Non-Renewal, shall be sent to: Birmingham Shopping District, 151 Martin Street, Birmingham, MI 48009.
- H. Proof of Insurance Coverage: Contractor shall provide the BSD at the time the Agreement is returned for execution, Certificates of Insurance and/or policies, acceptable to the BSD, as listed below.
- 1) Two (2) copies of Certificate of Insurance for Workers' Compensation Insurance;
  - 2) Two (2) copies of Certificate of Insurance for Commercial General Liability Insurance;
  - 3) Two (2) copies of Certificate of Insurance for Vehicle Liability Insurance;
  - 4) Two (2) copies of Certificate of Insurance for Professional Liability Insurance;
  - 5) If so requested, Certified Copies of all policies mentioned above will be furnished.



- I. Coverage Expiration: If any of the above coverages expire during the term of this Agreement, Contractor shall deliver renewal certificates and/or policies to the BSD at least (10) days prior to the expiration date.
  - J. Maintaining Insurance: Upon failure of the Contractor to obtain or maintain such insurance coverage for the term of the Agreement, the BSD may, at its option, purchase such coverage and subtract the cost of obtaining such coverage from the Agreement amount. In obtaining such coverage, the BSD shall have no obligation to procure the most cost-effective coverage but may contract with any insurer for such coverage.
13. To the fullest extent permitted by law, the Contractor and any entity or person for whom the Contractor is legally liable, agrees to be responsible for any liability, defend, pay on behalf of, indemnify, and hold harmless the BSD, City elected and appointed officials, employees and volunteers and others working on behalf of the BSD and City of Birmingham against any and all claims, demands, suits, or loss, including all costs and reasonable attorney fees connected therewith, and for any damages which may be asserted, claimed or recovered against or from and the BSD, its elected and appointed officials, employees, volunteers or others working on behalf of the BSD, by reason of personal injury, including bodily injury and death and/or property damage, including loss of use thereof, which arises out of or is in any way connected or associated with this Agreement. Such responsibility shall not be construed as liability for damage caused by or resulting from the sole act or omission of its elected or appointed officials, employees, volunteers or others working on behalf of the BSD.
14. If, after the effective date of this Agreement, any official of the BSD or City, or spouse, child, parent or in-law of such official or employee shall become directly or indirectly interested in this Agreement or the affairs of the Contractor, the City shall have the right to terminate this Agreement without further liability to the Contractor if the disqualification has not been removed within thirty (30) days after the City has given the Contractor notice of the disqualifying interest. Ownership of less than one percent (1%) of the stock or other equity interest in a corporation or partnership shall not be a disqualifying interest. Employment shall be a disqualifying interest.
15. If Contractor fails to perform its obligations hereunder, the BSD may take any and all remedial actions provided by the general specifications or otherwise permitted by law.
16. All notices required to be sent pursuant to this Agreement shall be mailed to the following address:

Birmingham Shopping District  
Attn: Executive Director, Ingrid Tighe  
151 Martin Street  
Birmingham, MI 48009

17. Any controversy or claim arising out of or relating to this Agreement, or the breach thereof, shall be settled either by commencement of a suit in Oakland County Circuit Court, the 48th District Court or by arbitration. If both parties elect to have the dispute resolved by arbitration, it shall be settled pursuant to Chapter 50 of the Revised Judicature Act for the State of Michigan and administered by the American Arbitration Association with one arbitrator being used, or three arbitrators in the event any party's claim exceeds \$1,000,000. Each party shall bear its own costs and expenses and an equal share of the arbitrator's and administrative fees of arbitration. Such arbitration shall qualify as statutory arbitration pursuant to MCL§600.5001 et. seq., and the Oakland County Circuit Court or any court having jurisdiction shall render judgment upon the award of the arbitrator made pursuant to this Agreement. The laws of the State of Michigan shall govern this Agreement, and the arbitration shall take place in Oakland County, Michigan. In the event that the parties elect not to have the matter in dispute arbitrated, any dispute between the parties may be resolved by the filing of a suit in the Oakland County Circuit Court or the 48th District Court.
18. FAIR PROCUREMENT OPPORTUNITY: Procurement for the BSD will be handled in a manner providing fair opportunity for all businesses. This will be accomplished without abrogation or sacrifice of quality and as determined to be in the best interest of the BSD.

IN WITNESS WHEREOF, the said parties have caused this Agreement to be executed as of the date and year above written.

WITNESS:

\_\_\_\_\_

CONTRACTOR: In-House Valet

By:  \_\_\_\_\_

Title: President  
Steve Ferich

BIRMINGHAM SHOPPING DISTRICT

By: \_\_\_\_\_

Geoffrey Hockman

Title: BSD Chairman

Approved:

\_\_\_\_\_  
Ingrid Tighe, BSD Executive Director  
(Approved as to substance)

\_\_\_\_\_  
Joseph A. Valentine, City Manager  
(Approved as to substance)

\_\_\_\_\_  
Mark Gerber, Director of Finance  
(Approved as to financial obligation)

\_\_\_\_\_  
Timothy J. Currier, City Attorney  
(Approved as to form)



INHOUSE

OP ID: CN

# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

03/23/2018

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an **ADDITIONAL INSURED**, the policy(ies) must have **ADDITIONAL INSURED** provisions or be endorsed. If **SUBROGATION IS WAIVED**, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

|  |  |                                      |               |  |  |                   |  |                   |  |                   |  |                   |  |                   |  |
|--|--|--------------------------------------|---------------|--|--|-------------------|--|-------------------|--|-------------------|--|-------------------|--|-------------------|--|
| <b>PRODUCER</b><br><b>Autumn</b><br><b>Insurance &amp; Benefits</b><br>27333 Meadowbrook Road, #230<br>Novi, MI 48377<br>Curtis S. Rager, CPCU | <b>248-478-1177</b><br><b>CONTACT NAME:</b> Curtis S. Rager, CPCU<br><b>PHONE (A/C, No, Ext):</b> 248-478-1177 <b>FAX (A/C, No):</b><br><b>E-MAIL ADDRESS:</b><br><table style="width: 100%;"> <tr> <td style="width: 80%;"><b>INSURER(S) AFFORDING COVERAGE</b></td> <td style="width: 20%;"><b>NAIC #</b></td> </tr> <tr> <td><b>INSURER A:</b> Scottsdale Insurance Company</td> <td></td> </tr> <tr> <td><b>INSURER B:</b></td> <td></td> </tr> <tr> <td><b>INSURER C:</b></td> <td></td> </tr> <tr> <td><b>INSURER D:</b></td> <td></td> </tr> <tr> <td><b>INSURER E:</b></td> <td></td> </tr> <tr> <td><b>INSURER F:</b></td> <td></td> </tr> </table> | <b>INSURER(S) AFFORDING COVERAGE</b> | <b>NAIC #</b> | <b>INSURER A:</b> Scottsdale Insurance Company |  | <b>INSURER B:</b> |  | <b>INSURER C:</b> |  | <b>INSURER D:</b> |  | <b>INSURER E:</b> |  | <b>INSURER F:</b> |  |
| <b>INSURER(S) AFFORDING COVERAGE</b>   | <b>NAIC #</b>  |                                      |               |  |  |                   |  |                   |  |                   |  |                   |  |                   |  |
| <b>INSURER A:</b> Scottsdale Insurance Company   |  |                                      |               |  |  |                   |  |                   |  |                   |  |                   |  |                   |  |
| <b>INSURER B:</b>  |  |                                      |               |  |  |                   |  |                   |  |                   |  |                   |  |                   |  |
| <b>INSURER C:</b>  |  |                                      |               |  |  |                   |  |                   |  |                   |  |                   |  |                   |  |
| <b>INSURER D:</b>  |  |                                      |               |  |  |                   |  |                   |  |                   |  |                   |  |                   |  |
| <b>INSURER E:</b>  |  |                                      |               |  |  |                   |  |                   |  |                   |  |                   |  |                   |  |
| <b>INSURER F:</b>  |  |                                      |               |  |  |                   |  |                   |  |                   |  |                   |  |                   |  |
| <b>INSURED</b> In-House-Valet, Inc.<br>2802 Derby<br>Birmingham, MI 48009  |  |                                      |               |  |  |                   |  |                   |  |                   |  |                   |  |                   |  |

**COVERAGES****CERTIFICATE NUMBER:****REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

| INSR LTR | TYPE OF INSURANCE  | ADDL INSD  | SUBR WVD   | POLICY NUMBER     | POLICY EFF (MM/DD/YYYY) | POLICY EXP (MM/DD/YYYY) | LIMITS   |
|----------|--|------------|------------|-------------------|-------------------------|-------------------------|--|
| <b>A</b> | <input checked="" type="checkbox"/> <b>COMMERCIAL GENERAL LIABILITY</b><br><input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR<br>GEN'L AGGREGATE LIMIT APPLIES PER:<br><input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC<br><input type="checkbox"/> OTHER: | <b>Y</b>   |            | <b>CGS0087597</b> | <b>07/10/2017</b>       | <b>07/10/2018</b>       | EACH OCCURRENCE \$ <b>1,000,000</b><br>DAMAGE TO RENTED PREMISES (Ea occurrence) \$ <b>Excluded</b><br>MED EXP (Any one person) \$ <b>Excluded</b><br>PERSONAL & ADV INJURY \$ <b>Excluded</b><br>GENERAL AGGREGATE \$ <b>2,000,000</b><br>PRODUCTS - COMPI/OP AGG \$ <b>2,000,000</b><br>\$ |
| <b>A</b> | <b>AUTOMOBILE LIABILITY</b><br><input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY<br><input type="checkbox"/> SCHEDULED AUTOS<br><input type="checkbox"/> HIRED AUTOS ONLY<br><input type="checkbox"/> NON-OWNED AUTOS ONLY<br><input checked="" type="checkbox"/> <b>Garage Lia</b>   |            |            | <b>CGS0087597</b> | <b>07/10/2017</b>       | <b>07/10/2018</b>       | COMBINED SINGLE LIMIT (Ea accident) \$ <b>1,000,000</b><br>BODILY INJURY (Per person) \$<br>BODILY INJURY (Per accident) \$<br>PROPERTY DAMAGE (Per accident) \$<br>\$   |
|          | <b>UMBRELLA LIAB</b> <input type="checkbox"/> OCCUR<br><b>EXCESS LIAB</b> <input type="checkbox"/> CLAIMS-MADE<br>DED \$ RETENTION \$  |            |            |                   |                         |                         | EACH OCCURRENCE \$<br>AGGREGATE \$<br>\$   |
|          | <b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b><br>ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/><br>If yes, describe under DESCRIPTION OF OPERATIONS below   | <b>Y/N</b> | <b>N/A</b> |                   |                         |                         | PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/><br>E.L. EACH ACCIDENT \$<br>E.L. DISEASE - EA EMPLOYEE \$<br>E.L. DISEASE - POLICY LIMIT \$   |

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

It is agreed that the City of Birmingham and Birmingham Shopping District are listed as Additional Insured with respect to General Liability if named and required by written contract, permit or agreement.

**CERTIFICATE HOLDER****CANCELLATION**

|  |   |
|--|---|
| <b>CITYBIR</b><br><br>City of Birmingham<br>Birmingham Shopping District<br>151 Martin St.<br>Birmingham, MI 48012 | SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.<br><br>AUTHORIZED REPRESENTATIVE<br> |
|--|---|

**SCHEDULED TO OPEN/MOVED/CLOSED IN LAST 12 MONTHS**

**APRIL 2018**

Office Occupancy Rate 90%

Retail Occupancy Rate 96%

| <b>Name of Business</b> | <b>Property Address</b> | <b>Street Name</b>  | <b>Notes</b>                  | <b>Date of notification</b> | <b>Scheduled to Open/Moved/Closed/Opened in last 12 months</b> |
|-------------------------|-------------------------|---------------------|-------------------------------|-----------------------------|--|
| Verizon                 | 135                     | Old Woodward, South |                               | 3/19/2018                   | Scheduled to open  |
| Dry Bar                 | 137                     | Maple Road, West    | Salon/Spa                     | 3/8/2018                    | Scheduled to open  |
| Beauty Club             | 327                     | Hamilton Row        | Salon/Spa                     | 2/21/2018                   | Scheduled to open  |
| House of Castaldi       | 245                     | Maple Road, West    | Apparel & Accessories - Women | 2/16/2018                   | Scheduled to open  |
| Grabbagreen             | 167                     | Old Woodward, North | Dining                        | 2/16/2018                   | Scheduled to open  |
| White Birch             | 141                     | Maple Road, West    | Apparel & Accessories - Women | 1/19/2018                   | Scheduled to open  |
| Alex and Emilio         | 730                     | Old Woodward, North | Salon/Spa                     | 1/8/2018                    | Scheduled to open  |
| Taste of Ethiopia       | 183                     | Old Woodward, North | Dining                        | 11/3/2017                   | Scheduled to open  |
| Kohler Signature Store  | 724                     | Old Woodward, North | Specialty Retailer            | 3/19/2018                   | Opened   |
| St. Croix Shop          | 268                     | Maple Road, West    | Men                           | 1/11/2018                   | Opened   |
| Savaya Salon            | 544                     | Old Woodward, North | Salon/Spa                     | 1/8/2018                    | Opened   |
| Union Barber            | 185                     | Maple Road, West    | Barber                        | 1/5/2018                    | Opened   |
| Supernatural            | 303                     | Maple Road, East    | Apparel & Accessories         | 12/1/2017                   | Opened   |
| Massage Envy            | 34256                   | Woodward Avenue     | Salon/Spa                     | 11/13/2017                  | Opened   |
| Starbucks Reserve       | 101                     | Old Woodward, North | Dining                        | 9/29/2017                   | Opened   |
| Fox Fit Nutrition       | 966                     | Maple Road, East    | Health/Fitness                | 9/8/2017                    | Opened   |
| Ly sushi                | 768                     | Old Woodward, North | Dining                        | 8/1/2017                    | Opened   |
| Bon Cook                | 34901                   | Woodward Avenue     | Culinary                      | 8/1/2017                    | Opened   |
| Birmingham Roast        | 525                     | Brown Street, East  | Coffee                        | 7/1/2017                    | Opened   |
| Lady Jane's             | 34915                   | Woodward Avenue     | Barber Shop                   | 7/1/2017                    | Opened   |
| Shapes                  | 223                     | Old Woodward, South | Bridal/Formal                 | 5/15/2017                   | Opened   |



**SCHEDULED TO OPEN/MOVED/CLOSED IN LAST 12 MONTHS**

**APRIL 2018**

Office Occupancy Rate 90%

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| <b>Name of Business</b>      | <b>Property Address</b> | <b>Street Name</b>   | <b>Notes</b>                  | <b>Date of notification</b> | <b>Scheduled to Open/Moved/Closed/Opened in last 12 months</b> |
|------------------------------|-------------------------|----------------------|-------------------------------|-----------------------------|--|
| Bateel                       | 215                     | Old Woodward, North  | Gifts & chocolate             | 5/1/2017                    | Opened   |
| Reyes Projects               | 100                     | Old Woodward, South  | Gallery                       | 5/1/2017                    | Opened   |
| Stem & Stone                 | 122                     | Maple Road, West     | Gifts                         | 4/12/2017                   | Opened   |
| Sposa Bella Couture          | 620                     | Old Woodward, North  | Bridal                        | 4/1/2017                    | Opened   |
| La La Lashes                 | 225                     | Merrill Street, East | Salon                         | 3/1/2017                    | Opened   |
| The Stand                    | 34977                   | Woodward Avenue      | Dining                        | 3/19/2018                   | Closed   |
| Executive Custom Shirtmakers | 261                     | Maple Road, East     | Apparel & Accessories         | 3/19/2018                   | Closed   |
| Farrell Reis Hairdresser     | 544                     | Old Woodward, North  | Salon/Spa                     | 3/19/2018                   | Closed   |
| Café Via                     | 310                     | Maple Road, East     | Dining                        | 3/16/2018                   | Closed   |
| 1701 Bespoke                 | 139                     | Maple Road, West     | Apparel & Accessories - Men   | 3/13/2018                   | Closed   |
| Birmingham Tea Spa           | 55                      | Maple Road, West     | Salon/Spa                     | 3/13/2018                   | Closed   |
| Forest Fitness               | 750                     | Forest Avenue        | Health/Fitness                | 3/13/2018                   | Closed   |
| Fratelli Leather             | 303                     | Maple Road, East     | Apparel & Accessories         | 3/13/2018                   | Closed   |
| Halina's Custom Tailoring    | 295                     | Elm Street           | Tailor                        | 3/13/2018                   | Closed   |
| lucy                         | 137                     | Maple Road, West     | Apparel & Accessories - Women | 1/23/2018                   | Closed   |
| polpetta                     | 126                     | Old Woodward, South  | Dining                        | 1/17/2018                   | Closed   |

**SCHEDULED TO OPEN/MOVED/CLOSED IN LAST 12 MONTHS**

**APRIL 2018**

Office Occupancy Rate 90%

Retail Occupancy Rate 96%

| <b>Name of Business</b>          | <b>Property Address</b> | <b>Street Name</b>         | <b>Notes</b>                | <b>Date of notification</b> | <b>Scheduled to Open/Moved/Closed/Opened in last 12 months</b> |
|----------------------------------|-------------------------|----------------------------|-----------------------------|-----------------------------|--|
| Four Story Burger                | 209                     | Hamilton Row               | Restaurant                  | 1/12/2018                   | Closed   |
| The Home & Garden Shop           | 245                     | Maple Road, West           | Home Furnishings            | 1/8/2018                    | Closed   |
| Felicia Salon                    | 730                     | Old Woodward, North        | Salon/Spa                   | 1/8/2018                    | Closed   |
| Mitchell's Fish Market           | 117                     | Willits                    | Restaurant                  | 1/8/2018                    | Closed   |
| Skin by Dr. Lori                 | 353                     | Old Woodward Avenue, South | Health/Fitness              | 11/15/2017                  | Closed   |
| Massage Green Spa                | 34110                   | Woodward Avenue            | Salon/Spa                   | 11/13/2017                  | Closed   |
| Mountain King Chinese Restaurant | 469                     | Old Woodward, South        | Restaurant                  | 10/9/2017                   | Closed   |
| REVIVE                           | 154                     | Maple Road, West           | Apparel & Accessories - Men | 10/1/2017                   | Closed   |
| Art & Frame Station              | 215                     | Peabody Street             | Antiques & Galleries        | 9/8/2017                    | Closed   |
| Beaty by RX                      | 286                     | Maple Road, West           | Salon/Spa                   | 9/8/2017                    | Closed   |
| Sweet Earth                      | 141                     | Maple Road, West           | Food Specialties            | 8/29/2017                   | Closed   |
| Ligne Roset                      | 255                     | Old Woodward, South        | Home Furnishings            | 8/1/2017                    | Closed   |
| Karen Egren                      | 550                     | Merrill Street, West       | Jewelry                     | 7/13/2017                   | Closed   |
| Back In Time                     | 227                     | Old Woodward, South        | Jewelry                     | 7/11/2017                   | Closed   |
| Birmingham Tan                   | 555                     | Old Woodward, South        | Salon                       | 6/1/2017                    | Closed   |
| Esquire Cleaners                 | 794                     | Old Woodward, North        | Cleaners                    | 6/1/2017                    | Closed   |

**SCHEDULED TO OPEN/MOVED/CLOSED IN LAST 12 MONTHS**

**APRIL 2018**

Office Occupancy Rate 90%

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| <b>Name of Business</b> | <b>Property Address</b> | <b>Street Name</b>  | <b>Notes</b>       | <b>Date of notification</b> | <b>Scheduled to Open/Moved/Closed/Opened in last 12 months</b> |
|-------------------------|-------------------------|---------------------|--------------------|-----------------------------|--|
| Esquire Cleaners        | 608                     | Old Woodward, South | Cleaners           | 6/1/2017                    | Closed   |
| Lark & Co.              | 138                     | Maple Road, West    | Gifts & stationery | 4/1/2017                    | Closed   |

## CITY BOARD/COMMITTEE ATTENDANCE RECORD

Name of Board:      Birmingham Shopping District

Year:    2018

Members Required for Quorum:      7

| MEMBER NAME            | JAN | FEB | MAR | APR | MAY | JUNE | JULY | AUG | SEPT | OCT | NOV | DEC | SPEC<br>MTG | SPEC<br>MTG | Total<br>Mtgs.<br>Att. | Total<br>Absent | Percent<br>Attended<br>Available |
|------------------------|-----|-----|-----|-----|-----|------|------|-----|------|-----|-----|-----|-------------|-------------|------------------------|-----------------|----------------------------------|
| <b>REGULAR MEMBERS</b> |     |     |     |     |     |      |      |     |      |     |     |     |             |             |                        |                 |                                  |
| Richard Astrein        | P   | P   | A   |     |     |      |      |     |      |     |     |     |             |             | 2                      | 1               | 67%                              |
| Rachael A.-Woods       | A   | P   | P   |     |     |      |      |     |      |     |     |     |             |             | 2                      | 1               | 67%                              |
| Cheryl Daskas          | P   | P   | P   |     |     |      |      |     |      |     |     |     |             |             | 3                      | 0               | 100%                             |
| Samy Eid               | P   | P   | P   |     |     |      |      |     |      |     |     |     |             |             | 3                      | 0               | 100%                             |
| Doug Fehan             | P   | P   | P   |     |     |      |      |     |      |     |     |     |             |             | 3                      | 0               | 100%                             |
| Geoffrey Hockman       | P   | A   | P   |     |     |      |      |     |      |     |     |     |             |             | 2                      | 1               | 67%                              |
| Amy Pohlod             | P   | P   | P   |     |     |      |      |     |      |     |     |     |             |             | 3                      | 0               | 100%                             |
| Steve Quintal          | P   | P   | P   |     |     |      |      |     |      |     |     |     |             |             | 3                      | 0               | 100%                             |
| Bill Roberts           | P   | P   | P   |     |     |      |      |     |      |     |     |     |             |             | 3                      | 0               | 100%                             |
| Judy Solomon           | A   | P   | A   |     |     |      |      |     |      |     |     |     |             |             | 1                      | 2               | 33%                              |
| Sam Surnow             | P   | P   | P   |     |     |      |      |     |      |     |     |     |             |             | 3                      | 0               | 100%                             |
| Joe Valentine          | P   | P   | P   |     |     |      |      |     |      |     |     |     |             |             | 3                      | 0               | 100%                             |
| Reserved               |     |     |     |     |     |      |      |     |      |     |     |     |             |             | 0                      | 0               | #DIV/0!                          |
| Reserved               |     |     |     |     |     |      |      |     |      |     |     |     |             |             | 0                      | 0               | #DIV/0!                          |
| Present or Available   | 10  | 11  | 10  | 0   | 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



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

**BSD COMMITTEES**  
**MONTHLY MEETING SCHEDULE**

**APRIL 2018**

**TO BE POSTED AT CITY CLERK'S OFFICE**

|  |   |
|--|---|
| <u><b>BSD BOARD</b></u>                        | <u><b>THURSDAY 4/5 @ 8 A.M. – COMMUNITY HOUSE</b></u> |
| <u><b>MAINTENANCE/CAPITAL IMPROVEMENTS</b></u> | <u><b>TUESDAY 4/10 @ 8 A.M. – CITY HALL</b></u>       |
| <u><b>MARKETING/ADVERTISING</b></u>            | <u><b>THURSDAY 4/12 @8:30 A.M. – CITY HALL</b></u>    |
| <u><b>SPECIAL EVENTS</b></u>                   | <u><b>FRIDAY 4/13 @ 8:30 A.M. – CITY HALL</b></u>     |
| <u><b>BUSINESS DEVELOPMENT</b></u>             | <u><b>TBD</b></u>                                     |
| <u><b>EXECUTIVE</b></u>                        | <u><b>MONDAY 4/4 @ 8 A.M. – CITY HALL</b></u>         |

**NOTE: City Hall meeting location is second floor conference room 202-203.**

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).