

*The Shopping District*

**Birmingham Shopping District Agenda  
Thursday December 6, 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 November 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 – Pohlod
    - iii. Maintenance and Capital Improvements – Quintal
    - iv. Business Development – Surnow
    - v. Executive Board Report – Hockman
  - d. Parking Report – October
  - e. Chamber Report
  - f. Community House Report
6. Approval of Vouchers
7. Unfinished Business
8. New Business
9. Information
  - a. Announcements
  - b. 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, November 1, 2018 8 a.m.**  
The Baldwin Public Library  
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, November 1, 2018, at 8 a.m. in The Baldwin Public Library.

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

**PRESENT:** Astrein, Fehan, Hockman, Kay, Pohlod, Quintal, Surnow, Valentine

**ABSENT:** Eid, Roberts, Solomon

**ALSO PRESENT:** Robert Gibbs, David Hohendorf

**ADMINISTRATION:** Tighe, Brook, Gerber, Gunter

**2. RECOGNITION OF VISITORS**

Hockman recognized Gunter and invited her to share some information regarding parking. Gunter, Assistant City Manager, started in January and has done a study with a parking consultant to look at all concerns. Gunter realizes that we may not be able to increase space for parking but said that we can modify behaviors. There has been an increase in the number of permits sold in structures and they are working on increasing communication to let people know where premium parking is versus cheaper parking.

She explained that they are using a new data analytics tool. The new parking meters have sensors that track when cars pull in and out of the parking spots. This will allow for more sophisticated analysis and reports. And, they are working on a unified app to show where parking is available on the street and in the garages.

Valentine said that they can share the final report with Tighe so that the board can see it. He noted that they will see significant improvements over the next year with more use of technology.

Hoffman asked when the new app would be available. Gunter said that the date has not yet been determined, but she expects it within the next year.

Astrein asked if the short term spaces are included in the count of available parking spots. Gunter responded that, no, they are not.

Hoffman asked about valet. Gunter said that, after construction, they committed to a six month trial. During construction about 800 cars were parked at the stands per week. Now, there are only about 100 cars parked at each stand per week. They will continue to look at the cost benefit to decide how to move forward. Hoffman let Gunter know that the BSD would like to be involved in that decision.

**3. APPROVAL OF MINUTES**

**MOTION:** Motion by Fehan, seconded Astrein by to approve the minutes dated September 6, 2018.

**VOTE:** Yeas, 8 Nays, 0 Absent, 3

#### **4. BOARD MEMBER COMMENTS**

#### **5. REPORTS**

##### **a. FINANCE REPORT – GERBER**

Gerber shared that through September, the balance sheet shows approximately \$410,000 fund balance. There are some receivables, like special event fees of approximately \$22,000 that are still being collected.

Revenue and expenses- the revenues are not significant amounts until December. With the approval of assessment rates at the last Commission meeting, the next step is to confirm the roll at the November 12<sup>th</sup> meeting. Once approved, assessments will be mailed out in early December. Monies start coming in during late December, January and February.

Spending for three months, approximately 25% of the year, is on track. The department totals are running at about 25%. Overall we are on target.

Cash flow report year to date overall is about \$20,000 less than anticipated. Most categories are okay. Program disbursements show variances. Valet services were continued in projections. Much of those expenses were put into the maintenance line. Those two really balance each other out. Marketing and advertising were a little heavy during construction.

##### **b. EXECUTIVE DIRECTOR REPORT - TIGHE**

There was no report.

##### **c. COMMITTEE REPORTS:**

##### **SPECIAL EVENTS - ASTREIN**

Astrein shared that Small Business Saturday is November 24<sup>th</sup> and that we will be welcoming Santa to Birmingham that morning. A fire truck will bring Santa to the starting point. Santa will then lead a walk around the downtown area. There will be goodies for kids along the way. Those who walk with Santa will have priority for Santa House visits.

There will also be a tent at Maple & Old Woodward that will distribute Birmingham Bonus Bucks. Shoppers need to spend a minimum of \$200 to earn \$20 in BBBs. We will have 250 to give away. Quintal asked if they are the same as before. Astrein explained that it is the same percentage, but this time they need to spend \$200 (instead of \$100) to qualify.

Valentine said that we want to promote this as a place to shop with bigger incentives that are unique. We really need to tout this.

Astrein reminded everyone that there will also be free parking in the structures on November 24<sup>th</sup> and for the Tree Lighting Ceremony.

Quintal asked about getting a photo from a drone during the Tree Lighting. Valentine said that the City does not have a drone, but has hired a company to take photos in the past.

Astrein said that there will be over 60 vendors for the Winter Markt and that we will once again have a window decorating contest.

Hoffman remarked that he was pleased to see growth of the Winter Markt with its expanding footprint.

## **MARKETING & ADVERTISING - POHLOD**

Pohlod reported that the winter edition of the Birmingham Magazine has been approved for publishing. She said that there is one issue left in the current contract. The committee is making a decision about continuing with Hour or going through a bid process.

The new Visitor Guide is being designed and the goal is to have it ready for Small Business Saturday. We would like to bring shoppers from the Winter Market into the City.

The committee is also looking at social media and who we are using and whether or not a change needs to be made. There may be some benefit to using someone who is in Birmingham as they would know more of the nuances of the City.

## **MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL**

Quintal said that there was no meeting last month. The hanging baskets are down and the planters have been cleaned. They will be planting the evergreens next week.

Due to improvements being made to the Merrillwood building, the lights on Merrill will probably not be able to go up until the first week of December.

Snow removal has been discussed with the contractor. It will cost a little extra this year because of the new bump outs.

## **BUSINESS DEVELOPMENT - SURNOW**

Surnow reported that the committee met recently to discuss strategy. Working with Buxton one year ago they got ideas of potential tenants. They are still working with those prospects. So, the committee is not sure if they want to renew the full contract with Buxton. They may want to look at some reports and try to get a new contract for those pieces – possibly a per use strategy. They can always renew with Buxton, but they are looking at options and what is the best use of resources.

Pohlod asked if Tighe will still go to ICSC next year. Tighe confirmed that she will.

Valentine commented that in one year they had a list of 20 prospects and from that they were able to get 4 or 5 interested. He said that that rate bodes well for our downtown. He complimented Tighe for her efforts and said that he is very pleased to have that many interested in possibly doing business here.

## **EXECUTIVE BOARD REPORT - HOCKMAN**

Hockman shared that City Commission approved the special assessment request and complimented Tighe on her work. Hockman felt the board worked well and took all interests into account.

### **d. PARKING REPORT - VALENTINE**

Valentine said that they there will be a dashboard report in board packets going forward.

### **e. CHAMBER REPORT**

There was no report from the Chamber.

### **f. COMMUNITY HOUSE REPORT**



There was no report from The Community House.

## **6. APPROVAL OF VOUCHERS**

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

**VOTE:** Yeas, 8 Nays, 0 Absent, 3

## **7. UNFINISHED BUSINESS**

## **8. NEW BUSINESS**

## **9. INFORMATION**

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

## **10. PUBLIC COMMENTS**

Gibbs introduced himself as part of the team that will be working on a Master Plan for the next year. The focus will be on ten neighborhoods. Gibbs Planning Group is celebrating its 30<sup>th</sup> anniversary and is happy to have their offices right here in downtown.

Astrein asked if there is someone who can tell trends. Gibbs said that internet sales account for 9% of purchases, but the number is much higher for department store items and retailers are leaving malls.

Hoffman let Gibbs know that we hold regular Merchant Meetings. Gibbs said that someone from his team would attend. He recently worked with the Village of Rochester and feels that retailers like downtowns with lower rents and higher profits.

Fehan inquired about the Troy location. Gibbs answered that they are looking at reworking the City Hall site. It would be a little retail, but more residential. He mentioned that 30% of Birmingham residents are over 55 and a lot of them want to downsize.

Astrein remarked that malls are the same everywhere and that people are looking more for an experience now. Gibbs agreed and said that retailers like cities like Birmingham.

Hoffman thanked Gibbs for attending the meeting and asked for updates. Gibbs let everyone know that there will be a charrette, but the date has yet to be determined.

Fehan commented that he felt the presentation to City Commission regarding the assessment came off as very well prepared. He said that it was an extremely strong presentation by our Director and gave credit to everyone on the board.

Hockman said that they will continue to look at the district area and possibly reevaluate the district in 2019. Things have changed since the PSD was set-up 25 years ago.

## **11. ADJOURNMENT – 8:49 A.M.**

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

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 10/31/2018

GL NUMBER	DESCRIPTION	2018-19 ORIGINAL BUDGET	2018-19 AMENDED BUDGET	ACTIVITY FOR MONTH 10/31/18	YTD BALANCE 10/31/2018	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 247 - PRINCIPAL SHOPPING DISTRICT								
Revenues								
Dept 000.000								
USE OF FUND BALANCE								
247-000.000-400.0000	APPROP FUND BAL/RET EARN	116,300.00	116,300.00	0.00	0.00	0.00	116,300.00	0.00
USE OF FUND BALANCE								
		116,300.00	116,300.00	0.00	0.00	0.00	116,300.00	0.00
INTEREST AND RENT								
247-000.000-664.0000	INVESTMENT INCOME	6,390.00	6,390.00	580.25	2,442.99	0.00	3,947.01	38.23
INTEREST AND RENT								
		6,390.00	6,390.00	580.25	2,442.99	0.00	3,947.01	38.23
SPECIAL ASSESSMENTS								
247-000.000-672.0247	FUTURE SPECIAL ASSESSEMENTS -	879,450.00	879,450.00	0.00	0.00	0.00	879,450.00	0.00
247-000.000-672.0870	PSD SPECIAL ASSESS REV 17-18 #	17,850.00	17,850.00	0.00	600.07	0.00	17,249.93	3.36
SPECIAL ASSESSMENTS								
		897,300.00	897,300.00	0.00	600.07	0.00	896,699.93	0.07
OTHER REVENUE								
247-000.000-676.0001	CONTR FROM PRIVATE SOURCE	190,000.00	190,000.00	30,606.00	104,877.50	0.00	85,122.50	55.20
OTHER REVENUE								
		190,000.00	190,000.00	30,606.00	104,877.50	0.00	85,122.50	55.20
Total Dept 000.000								
		1,209,990.00	1,209,990.00	31,186.25	107,920.56	0.00	1,102,069.44	8.92
TOTAL REVENUES								
		1,209,990.00	1,209,990.00	31,186.25	107,920.56	0.00	1,102,069.44	8.92
Expenditures								
Dept 298.000 - PUBLIC RELATIONS								
PERSONNEL SERVICES								
247-298.000-702.0001	SALARIES & WAGES DIRECT	28,590.00	28,590.00	2,189.92	8,695.47	0.00	19,894.53	30.41
247-298.000-702.0003	LONGEVITY	450.00	450.00	0.00	0.00	0.00	450.00	0.00
247-298.000-706.0001	FICA	2,230.00	2,230.00	158.29	628.37	0.00	1,601.63	28.18
247-298.000-706.0002	HOSPITALIZATION	11,090.00	11,090.00	426.18	1,704.70	0.00	9,385.30	15.37
247-298.000-706.0007	WORKER'S COMPENSATION	100.00	100.00	5.07	20.15	0.00	79.85	20.15
247-298.000-706.0012	RETIREMNT-DEF CONTR EMPLR	2,620.00	2,620.00	197.10	782.59	0.00	1,837.41	29.87
247-298.000-706.0013	RET HLTH SVGS CONTR EMPLR	690.00	690.00	70.00	279.99	0.00	410.01	40.58
PERSONNEL SERVICES								
		45,770.00	45,770.00	3,046.56	12,111.27	0.00	33,658.73	26.46
Total Dept 298.000 - PUBLIC RELATIONS								
		45,770.00	45,770.00	3,046.56	12,111.27	0.00	33,658.73	26.46
Dept 441.005 - DOWNTOWN MAINTENANCE								
PERSONNEL SERVICES								
247-441.005-702.0001	SALARIES & WAGES DIRECT	49,870.00	49,870.00	3,164.99	11,980.38	0.00	37,889.62	24.02
247-441.005-702.0002	OVERTIME PAY	22,350.00	22,350.00	1,441.51	11,454.90	0.00	10,895.10	51.25
247-441.005-702.0003	LONGEVITY	370.00	370.00	0.00	0.00	0.00	370.00	0.00
247-441.005-706.0001	FICA	5,370.00	5,370.00	344.58	1,751.76	0.00	3,618.24	32.62
247-441.005-706.0002	HOSPITALIZATION	10,640.00	10,640.00	953.52	4,419.90	0.00	6,220.10	41.54
247-441.005-706.0003	LIFE INSURANCE	190.00	190.00	17.95	72.39	0.00	117.61	38.10
247-441.005-706.0004	RETIRE CONTRIB HEALTH	11,870.00	11,870.00	822.45	3,633.86	0.00	8,236.14	30.61
247-441.005-706.0005	DENTAL/OPTICAL	1,170.00	1,170.00	35.64	281.33	0.00	888.67	24.05
247-441.005-706.0006	LT/ST DISABILITY	510.00	510.00	34.52	167.67	0.00	342.33	32.88
247-441.005-706.0007	WORKER'S COMPENSATION	1,340.00	1,340.00	96.70	327.80	0.00	1,012.20	24.46

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 10/31/2018

GL NUMBER	DESCRIPTION	2018-19	2018-19	ACTIVITY FOR	YTD BALANCE	ENCUMBERED	UNENCUMBERED	% BDGT USED
		ORIGINAL BUDGET	AMENDED BUDGET	MONTH 10/31/18	10/31/2018	YEAR-TO-DATE	BALANCE	
Fund 247 - PRINCIPAL SHOPPING DISTRICT								
Expenditures								
247-441.005-706.0010	RETIREMENT EMPLOYER CNTB	7,880.00	7,880.00	413.14	2,241.18	0.00	5,638.82	28.44
247-441.005-706.0011	HRA BENEFIT	100.00	100.00	0.00	0.00	0.00	100.00	0.00
247-441.005-706.0012	RETIREMNT-DEF CONTR EMPLR	1,530.00	1,530.00	279.61	993.63	0.00	536.37	64.94
247-441.005-706.0013	RET HLTH SVGS CONTR EMPLR	930.00	930.00	112.25	454.27	0.00	475.73	48.85
PERSONNEL SERVICES		114,120.00	114,120.00	7,716.86	37,779.07	0.00	76,340.93	33.10
OTHER CHARGES								
247-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	43,000.00	43,000.00	3,203.11	11,585.33	0.00	31,414.67	26.94
OTHER CHARGES		43,000.00	43,000.00	3,203.11	11,585.33	0.00	31,414.67	26.94
Total Dept 441.005 - DOWNTOWN MAINTENANCE		157,120.00	157,120.00	10,919.97	49,364.40	0.00	107,755.60	31.42
Dept 748.000 - PRINCIPAL SHOPPING DISTRICT								
PERSONNEL SERVICES								
247-748.000-702.0001	SALARIES & WAGES DIRECT	197,920.00	197,920.00	16,574.96	67,473.64	0.00	130,446.36	34.09
247-748.000-706.0001	FICA	15,150.00	15,150.00	1,254.47	5,107.60	0.00	10,042.40	33.71
247-748.000-706.0002	HOSPITALIZATION	43,930.00	43,930.00	4,080.18	16,320.72	0.00	27,609.28	37.15
247-748.000-706.0003	LIFE INSURANCE	950.00	950.00	72.34	289.36	0.00	660.64	30.46
247-748.000-706.0004	RETIRE CONTRIB HEALTH	5,620.00	5,620.00	467.67	1,870.68	0.00	3,749.32	33.29
247-748.000-706.0005	DENTAL/OPTICAL	1,850.00	1,850.00	141.92	567.68	0.00	1,282.32	30.69
247-748.000-706.0006	LT/ST DISABILITY	820.00	820.00	62.32	249.28	0.00	570.72	30.40
247-748.000-706.0007	WORKER'S COMPENSATION	630.00	630.00	62.07	254.20	0.00	375.80	40.35
247-748.000-706.0010	RETIREMENT EMPLOYER CNTB	2,340.00	2,340.00	194.75	779.00	0.00	1,561.00	33.29
247-748.000-706.0012	RETIREMNT-DEF CONTR EMPLR	8,110.00	8,110.00	623.08	2,492.32	0.00	5,617.68	30.73
247-748.000-706.0013	RET HLTH SVGS CONTR EMPLR	1,820.00	1,820.00	140.00	560.00	0.00	1,260.00	30.77
PERSONNEL SERVICES		279,140.00	279,140.00	23,673.76	95,964.48	0.00	183,175.52	34.38
OTHER CHARGES								
247-748.000-801.0200	OTHER LEGAL	3,000.00	3,000.00	258.06	797.64	0.00	2,202.36	26.59
247-748.000-802.0100	AUDIT	750.00	750.00	0.00	675.15	0.00	74.85	90.02
247-748.000-811.0000	OTHER CONTRACTUAL SERVICE	20,000.00	20,000.00	100.00	400.00	0.00	19,600.00	2.00
247-748.000-829.0100	SNOW REMOVAL CONTRACT	59,000.00	59,000.00	9,417.00	9,417.00	0.00	49,583.00	15.96
247-748.000-829.0200	WEB SITE MAINTENANCE	5,500.00	5,500.00	1,500.00	1,500.00	0.00	4,000.00	27.27
247-748.000-851.0000	TELEPHONE	1,750.00	1,750.00	100.90	302.70	0.00	1,447.30	17.30
247-748.000-901.0400	MARKETING & ADVERTISING	125,000.00	125,000.00	7,826.00	45,537.19	0.00	79,462.81	36.43
247-748.000-901.0500	PUBLIC RELATIONS	10,000.00	10,000.00	0.00	4,000.00	0.00	6,000.00	40.00
247-748.000-903.0000	TENANT RECRUITMENT	100,000.00	100,000.00	3,197.82	17,455.78	0.00	82,544.22	17.46
247-748.000-904.0000	PRINTING PSD MAGAZINE	85,000.00	85,000.00	27,885.63	27,885.63	0.00	57,114.37	32.81
247-748.000-909.0000	SPECIAL EVENTS	200,000.00	200,000.00	20,027.15	88,576.83	0.00	111,423.17	44.29
247-748.000-933.0200	EQUIPMENT MAINTENANCE	1,200.00	1,200.00	252.26	495.30	0.00	704.70	41.28
247-748.000-935.0200	MAINTENANCE SHOPPING DIST	70,000.00	70,000.00	10,153.33	50,873.25	2,000.00	17,126.75	75.53
247-748.000-942.0000	COMPUTER EQUIPMENT RENTAL	18,160.00	18,160.00	1,513.33	6,053.32	0.00	12,106.68	33.33
247-748.000-944.0000	BUILDING OR FACILITY RENT	12,000.00	12,000.00	1,000.00	4,000.00	0.00	8,000.00	33.33
247-748.000-955.0100	TRAINING	1,000.00	1,000.00	0.00	0.00	0.00	1,000.00	0.00
247-748.000-955.0300	MEMBERSHIP & DUES	1,600.00	1,600.00	290.00	540.00	0.00	1,060.00	33.75
247-748.000-955.0400	CONFERENCES & WORKSHOPS	3,000.00	3,000.00	79.00	104.00	0.00	2,896.00	3.47
247-748.000-957.0400	LIAB INSURANCE PREMIUMS	4,500.00	4,500.00	375.00	1,500.00	0.00	3,000.00	33.33
OTHER CHARGES		721,460.00	721,460.00	83,975.48	260,113.79	2,000.00	459,346.21	36.33
SUPPLIES								
247-748.000-727.0000	POSTAGE	3,000.00	3,000.00	0.00	0.00	0.00	3,000.00	0.00



11/19/2018 10:39 AM  
 User: kwickenheiser  
 DB: Birmingham

REVENUE AND EXPENDITURE REPORT

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PERIOD ENDING 10/31/2018

GL NUMBER	DESCRIPTION	2018-19	2018-19	ACTIVITY FOR	YTD BALANCE	ENCUMBERED	UNENCUMBERED	% BDGT USED
		ORIGINAL BUDGET	AMENDED BUDGET	MONTH 10/31/18	10/31/2018	YEAR-TO-DATE	BALANCE	
Fund 247 - PRINCIPAL SHOPPING DISTRICT								
Expenditures								
247-748.000-729.0000	OPERATING SUPPLIES	3,500.00	3,500.00	138.75	633.23	0.00	2,866.77	18.09
SUPPLIES		6,500.00	6,500.00	138.75	633.23	0.00	5,866.77	9.74
Total Dept 748.000 - PRINCIPAL SHOPPING DISTRICT		1,007,100.00	1,007,100.00	107,787.99	356,711.50	2,000.00	648,388.50	35.62
TOTAL EXPENDITURES		1,209,990.00	1,209,990.00	121,754.52	418,187.17	2,000.00	789,802.83	34.73
Fund 247 - PRINCIPAL SHOPPING DISTRICT:								
TOTAL REVENUES		1,209,990.00	1,209,990.00	31,186.25	107,920.56	0.00	1,102,069.44	8.92
TOTAL EXPENDITURES		1,209,990.00	1,209,990.00	121,754.52	418,187.17	2,000.00	789,802.83	34.73
NET OF REVENUES & EXPENDITURES		0.00	0.00	(90,568.27)	(310,266.61)	(2,000.00)	312,266.61	100.00

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	389,449.14
247-000.000-028.0000	MISCELLANEOUS	21,151.72
247-000.000-028.9999	ALLOW FOR DOUBTFUL ACCTS.	(1,613.72)
247-000.000-048.0870	PSD DELQ SAD 2017-2018 AR	8,503.37
Total Assets		417,965.51
*** Liabilities ***		
247-000.000-200.0000	SUSPENSE ACCOUNT	180.54
247-000.000-202.0000	ACCOUNTS PAYABLE	59,643.08
247-000.000-257.0000	ACCRUED PAYROLL	245.29
247-000.000-367.0300	DEFER. INFLOWS - MISCELLANEOUS INV	19,538.00
247-000.000-367.0800	DEFER. INFLOWS - DELQ SPECIAL ASSE	8,503.37
Total Liabilities		88,110.28
*** Fund Balance ***		
247-000.000-391.0000	RETAINED EARNINGS	649,330.33
Total Fund Balance		649,330.33
Beginning Fund Balance - 17-18		649,330.33
Net of Revenues VS Expenditures - 17-18		(9,208.49)
*17-18 End FB/18-19 Beg FB		640,121.84
Net of Revenues VS Expenditures - Current Year		(310,266.61)
Ending Fund Balance		329,855.23
Total Liabilities And Fund Balance		417,965.51

\* Year Not Closed



PRINCIPAL SHOPPING DISTRICT  
ACTUAL CASH FLOW  
FOR THE FOUR MONTHS ENDED OCTOBER 2018

	DESCRIPTION	PROJECTED	ACTUAL	VARIANCE
	BEGINNING CASH BALANCE	\$ 664,443	\$ 664,443	\$ -
	CASH RECEIPTS:			
	Special Assessments	24,730	27,864	3,134
	Interest Income	2,270	2,443	173
	Special Event Revenue	<u>111,070</u>	<u>131,538</u>	<u>20,468</u>
	Sub-total cash receipts	138,070	161,845	23,775
	CASH DISBURSEMENTS:			
	OFFICE DISBURSEMENTS			
	PSD Personnel Costs	96,630	107,603	(10,973)
727.0000	Postage	800	-	800
729.0000	Supplies	1,260	571	689
801.0200	Legal	1,000	598	402
802.0100	Audit	660	675	(15)
811.0000	Other Contractual Service	360	400	(40)
933.0200	Equipment Maintenance	300	243	57
851.0000	Telephone	580	404	176
955.0100	Training	330	-	330
955.0300	Memberships & Dues	400	250	150
955.0400	Conferences & Workshops	1,250	173	1,077
942.0000	Computer Equipment Rental	6,040	6,052	(12)
957.0400	Liability Insurance	1,500	1,500	-
944.0000	Building Rent	<u>4,000</u>	<u>4,000</u>	<u>-</u>
	Sub-total Office Disbursements	115,110	122,469	(7,359)
	PROGRAM DISBURSEMENTS			
	DPS Downtown Maintenance	65,980	53,652	12,328
	Promotion Personnel Costs	15,840	13,555	2,285
828.03	Valet Services	58,500	20,170	38,330
829.0100	Snow Removal	-	-	-
935.0200	Maintenance PSD	14,000	52,759	(38,759)
901.0000	Printing & Publishing	-	1,140	(1,140)
901.0400	Marketing & Advertising	36,250	99,986	(63,736)
901.0500	Public Relations	3,000	4,000	(1,000)
903.0000	Tenant Recruitment	33,320	15,659	17,661
909.0000	Special Events	69,000	53,149	15,851
904.0000	PSD Magazine	31,000	-	31,000
829.0200	Web Site Maintenance	<u>350</u>	<u>300</u>	<u>50</u>
	Sub-total Program Disbursements	<u>327,240</u>	<u>314,370</u>	<u>12,870</u>
	Total Disbursements	442,350	436,839	5,511
	INCREASE (DECREASE) IN CASH BALANCE	<u>(304,280)</u>	<u>(274,994)</u>	<u>29,286</u>
	ENDING CASH BALANCE	<u>\$ 360,163</u>	<u>\$ 389,449</u>	<u>\$ 29,286</u>

PRINCIPAL SHOPPING DISTRICT  
ACTUAL CASH FLOW  
FOR THE FOUR MONTHS ENDED OCTOBER 2018

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CITY OF BIRMINGHAM  
PRINCIPAL SHOPPING DISTRICT  
CASH FLOW ANALYSIS  
JULY 2018 TO JUNE 2019

DESCRIPTION	ACTUAL						PROJECTED						Total 2018-2019
	JULY 2018	AUGUST 2018	SEPTEMBER 2018	OCTOBER 2018	NOVEMBER 2018	DECEMBER 2018	JANUARY 2019	FEBRUARY 2019	MARCH 2019	APRIL 2019	MAY 2019	JUNE 2019	
BEGINNING CASH BALANCE	664,443	564,112	487,853	442,759	389,449	333,334	187,289	489,304	853,329	791,514	741,389	631,434	664,443
CASH RECEIPTS:													
2017 Assessment	-	27,264	600	-	-	1,090	2,910	-	-	-	13,700	-	45,564
2018 Assessment	-	-	-	-	-	43,970	395,750	430,930	8,800	-	-	-	879,450
Special Assessments	-	27,264	600	-	-	45,060	398,660	430,930	8,800	-	13,700	-	925,014
Interest Income	(85)	1,289	659	580	380	320	160	480	880	800	750	630	6,843
Special Event Revenue	17,979	26,476	56,477	30,606	25,260	5,610	370	2,130	10,280	15,000	4,120	12,160	206,468
Sub-total cash receipts	17,894	55,029	57,736	31,186	25,640	50,990	399,190	433,540	19,960	15,800	18,570	12,790	1,138,325
CASH DISBURSEMENTS:													
OFFICE DISBURSEMENTS													
PSD Personnel Costs	24,017	36,218	23,694	23,674	21,470	21,470	32,220	21,470	21,470	21,470	21,470	21,470	290,113
Postage	-	-	-	-	400	400	-	-	-	400	400	600	2,200
Supplies	76	63	65	367	280	280	280	280	280	280	280	280	2,811
Legal	59	117	-	422	250	250	250	250	250	250	250	250	2,598
Audit	-	-	675	-	-	90	-	-	-	-	-	-	765
Other Contractual Service	100	100	100	100	90	90	90	90	90	90	90	90	1,120
Equipment Maintenance	-	243	-	-	-	300	-	-	300	-	-	300	1,143
Telephone	101	101	101	101	140	150	140	150	140	150	150	150	1,574
Training	-	-	-	-	80	90	80	80	90	80	80	90	670
Memberships & Dues	-	-	250	-	400	-	130	30	-	270	370	-	1,450
Conferences & Workshops	69	25	-	79	-	300	700	250	-	-	400	100	1,923
Computer Equipment Rental	1,513	1,513	1,513	1,513	1,510	1,510	1,510	1,510	1,510	1,510	1,510	1,550	18,172
Liability Insurance	375	375	375	375	375	375	375	375	375	375	375	375	4,500
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	27,310	39,755	27,773	27,631	25,995	26,305	36,775	25,485	25,505	25,875	26,375	26,255	341,039
PROGRAM DISBURSEMENTS													
DPS Downtown Maintenance	13,414	17,334	11,984	10,920	7,860	9,430	11,000	7,860	12,570	11,000	7,850	23,570	144,792
Promotion Personnel Costs	2,972	4,554	2,982	3,047	3,520	3,520	5,290	3,520	3,520	3,520	3,520	3,520	43,485
Valet Services	32,597	(12,427)	-	-	-	-	-	-	-	-	-	-	20,170
Snow Removal	-	-	-	-	9,400	9,400	9,400	15,400	15,400	-	-	-	59,000
Maintenance PSD	1,929	42,148	1,863	6,819	-	14,700	280	420	9,800	11,200	9,800	9,800	108,759
Printing & Publishing	-	1,140	-	-	-	-	-	-	-	-	-	-	-
Marketing & Advertising	22,526	30,029	34,541	12,890	10,000	31,250	15,000	7,500	5,000	5,000	10,000	5,000	188,736
Public Relations	1,500	-	2,500	-	1,000	1,000	1,000	1,000	-	1,000	1,000	1,000	11,000
Tenant Recruitment	1,383	706	7,902	5,668	8,330	8,330	8,330	8,330	8,330	8,330	8,330	8,370	82,339
Special Events	14,294	8,049	13,285	17,521	14,000	62,000	10,000	-	-	-	37,000	8,000	184,149
PSD Magazine	-	-	-	-	-	31,000	-	-	-	-	23,000	-	54,000
Web Site Maintenance	300	-	-	-	1,650	100	100	-	1,650	-	1,650	-	5,450
Sub-total Program Disbursements	90,915	91,533	75,057	56,865	55,760	170,730	60,400	44,030	56,270	40,050	102,150	59,260	901,880
Total Disbursements	118,225	131,288	102,830	84,496	81,755	197,035	97,175	69,515	81,775	65,925	128,525	85,515	1,242,919
INCREASE (DECREASE) IN CASH BALANCE	(100,331)	(76,259)	(45,094)	(53,310)	(56,115)	(146,045)	302,015	364,025	(61,815)	(50,125)	(109,955)	(72,725)	(104,594)
ENDING CASH BALANCE	564,112	487,853	442,759	389,449	333,334	187,289	489,304	853,329	791,514	741,389	631,434	558,709	559,849



## Special Events Committee

November 2018

**Members:** Astrein (Chair), Fehan, Kay, Pavlack, Pohlod and Solomon

**Staff:** Tighe, Brook, Yerks

1. No meeting was held in November

2. **Small Business Saturday – November 24th**

a. **Santa Walk**

- i. A Birmingham fire truck brought Santa from City Hall to the Surnow parking lot and Santa led the families (on the sidewalk) throughout downtown to Shain Park. Several merchants provided giveaways along the route - Gazelle provided hot chocolate, BSD gave out Santa hats, and Astrein's, Found Objects and Bateel also passed out items. Participants received priority to visit Santa.

b. **Holiday Bonus Bucks**

- i. The BSD distributed Holiday Birmingham Bonus Bucks at a tent at the corner of Maple & Old Woodward.

3. **Winter Markt**

- a. **Vendors:** 66 vendors are signed up – more than ever before – and the BSD will also be using Henrietta in our event footprint to allow additional room this year.
- b. **Tree Lighting Ceremony** – Wells Fargo Advisors is sponsoring the tree lighting ceremony with a \$5,000 commitment.
- c. **Window Decorating Contest** – Nine merchants/restaurants have registered to participate in the contest.

**NEXT MEETING:** Friday, January 9, 2019 at 8:30 a.m.

**2017-18 Budget:** \$200,000

**Remaining balance after November vouchers:** \$127,306



*The Shopping District*

## Marketing & Advertising Committee Meeting

November 16, 2018

**Members:** Pohlod (Chair), Benkert, Champagne, Darakjian, Eid, Kay, Lundberg

**Staff:** Tighe, Gamboa

### 1. Welcome and Introductions

PRESENT: Benkert, Eid Kay, Lundberg, Pohlod

ABSENT: Champagne, Darakjian

ADMINISTRATION: Gamboa, Tighe

### 2. Visitor Guides

The committee reviewed a draft of the new BSD Visitor Guide. BSD staff members will work with the designer to incorporate final changes. Stores will receive the new guides in early December.

### 3. Social Media

The committee looked at the BSD's Facebook, Twitter and Instagram accounts. They discussed pros and cons for each social media platform and ways to improve social media in the future. The BSD will work on a social media request for proposal in December.

### 4. Holiday Advertising

Holiday advertising efforts are underway with an extensive variety of print, digital and broadcast placements. Promotions for holiday events, valet parking, shopping and dining are in the following media outlets:

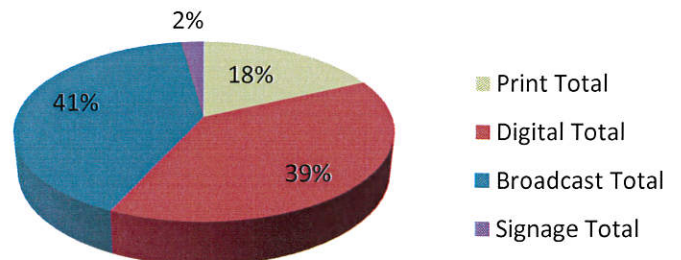
**Print** – Eccentric, Eagle, Downtown Publications, Birmingham Magazine, Jewish News, SEEN, Grosse Pointe News, Rochester Gazette, Wochen-Post, Broadway In Detroit programs, Logical Solutions promotion cards and Metro Parent Magazine.

**Digital** – Metro Parent, boosted Facebook & Instagram posts, clickondetroit.com, Fox 2 digital ads, Oakland County Moms, Oakland Press, Rochester Gazette, WXYZ digital ads, freep.com, hometownlife.com, detnews.com, usatoday.com, geofencing, site retargeting, Grosse Pointe News and MLive.

**Broadcast** – iHeartRadio streaming ads on 95.5 and 100.3, Comcast & AT&T U-Verse, WXYZ Channel 7, Channel 4 and WWJ (comp radio spot)

**Signage** – I-75 Billboard and kiosk poster

### 2018 Holiday Advertising





**NEXT MEETING: Thursday, December 13, 2018 at 8:30 a.m.**

**2017-18 Budget: \$150,000**

**Remaining balance after November vouchers: \$74,700**

**Magazine 2017-18 Budget: \$85,000**

**Remaining balance after November vouchers: \$56,064**



*The Shopping District*

## Maintenance/Capital Improvement Committee

No meeting held in November.

Members: Quintal (Chair), Fehan, Pohlod, Roberts, Ceresnie

Staff: Tighe, Jurek, Laird, Wood

### 1. Holiday decorating:

- a. **Merrill Street lighting** - Zoro Christmas Lights is scheduled tentatively to hang the Merrill Streets lights December 16, 2018.
- b. **City holiday lights** – DPS has completed stringing trees with lights for the holidays.

**NEXT MEETING: Tuesday, December 11, 2018 at 8:00 a.m.**

**2017-18 Budget: \$70,000**

**Remaining balance after November vouchers: \$56,463**

**Snow removal 2017-18 Budget: \$59,000**

**Remaining balance after November vouchers: \$39,675**



*The Shopping District*

## **Business Development Committee Meeting**

**November 19, 2018 at 8:30 AM**

**Members: Surnow (Chair), Hockman, Quintal, McKenzie**

**Staff: Tighe**

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

PRESENT: Quintal, Surnow, Hockman, McKenzie

ABSENT: none

ADMINISTRATION: Tighe

### **2. Tenant recruitment process**

- a. Committee discussed 2019 recruitment and marketing strategy. The group is determining whether to extend Buxton's full contract, maintain a partial contract, or hold off for a brief period. Additionally, the committee is evaluating a more robust marketing campaign, and considering other programs to incentivize retail attraction in the city.
- b. Committee reviewed the retail pipeline report.
- c. The group reviewed the available properties updates on the website.
- d. Executive Director, Ingrid Tighe, will be attending ICSC NY conference Dec. 5<sup>th</sup> to conduct a couple of retailer meetings.

### **3. Retention and growth**

- a. The committee agreed to collaborate with the Chamber, Community House and library to bring in Zingtrain to do customer service training for current businesses in the district.

**NEXT MEETING: TBD**

**2017-18 Budget: \$100,000**

**Remaining after November vouchers: \$81,864**

## Opportunity Pipeline Report December 2018

Tenant/Project Name	Stage	SF	Timeline	Next Steps
<b>Bookstore 1</b>	<b>Initial Contact</b>			<b>Conducted call with retailer and was referred to retailer's broker for a follow-up meeting.</b>
Children's apparel 1	Initial Contact			email and telephone follow up
<b>Electronics 1</b>	<b>Initial Contact</b>			<b>Ingrid meeting at ICSC NYC</b>
Eyeglass 2	Dismissed			Retailer not sure they are ready to expand into our retail trade area.
Furniture 1	Initial Contact			Conducted call with retailer and was referred to retailer's broker for a follow-up meeting.
Luxury fashion accessories 1	Initial Contact			email and telephone follow up
Men's apparel 1	Dismissed			retailer not interested in expanding in our market at this time. Buxton provided replacement retailer for our list.
Men's apparel 2	Initial Contact			email and telephone follow up
Men's apparel 3	Initial Contact			email and telephone follow up
Men's apparel 4	Initial Contact			email and telephone follow up
<b>Men's shoes 1</b>	<b>In discussions</b>			<b>Talked at ICSC to discuss opportunity further.</b>
Outdoor clothing 1	In discussions		Early 2019	Retailer interested in locating in BSD. Toured property and negotiating with property owner.
<b>Outdoor clothing 2</b>	<b>In discussions</b>		<b>2019</b>	<b>Met at ICSC. Retailer evaluating information provided and BSD will follow up for follow on meeting.</b>
Shoes 1	Initial Contact			email and telephone follow up
Women's apparel 1	Initial Contact			email and telephone follow up
Women's apparel 2	Initial Contact			email and telephone follow up
<b>Women's apparel 3</b>	<b>In discussions</b>	<b>2400</b>	<b>Interested in 2019</b>	<b>Interested in hosting a trunk show in 2019 to test market.</b>
Women's apparel 4	Initial Contact			email and telephone follow up
Women's athletic apparel 1	Dismissed			retailer not interested in expanding in our market at this time.
Women's jewelry 1	In discussions		Early 2019	Retailer received corporate approval to expand in BSD. Evaluating properties for eventual location.
<b>Women's jewelry 2</b>	<b>In discussions</b>	<b>1400</b>	<b>2019</b>	<b>Opened first store in MI. Retailer evaluating Birmingham, Ann Arbor and Detroit as possible locations in 2019.</b>



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

**DECEMBER 2018**

Office Occupancy Rate 88%

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>
Luxury Bridal Rack	700	Old Woodward, North	Bridal	11/12/2018	Scheduled to open
110 Couture	110	Old Woodward, South	Womens Apparel	10/15/2018	Scheduled to open
Petite Cabane	205	Maple Road, East	Childrens Apparel	10/9/2018	Scheduled to open
ecoATM	685	Maple Road, East	Cash for old electronics	8/10/2018	Scheduled to open
Kybun Joya Shoes	286	Maple Road, West	Shoes	11/2/2018	Opened
Hazel Ravines & Downtown	34977	Woodward Avenue	Dining	11/5/2018	Opened
Untied on Woodward	223	Old Woodward, South	Mens Apparel	11/5/2018	Opened
Anna Castaldi	245	Maple Road, West	Apparel & Accessories - Women	10/15/2018	Opened
Tomatoes Apizza	34200	Woodward Avenue	Neopolitan pizza	8/27/2018	Opened
Adachi	325	Old Woodward, South	Japanese	8/27/2018	Opened
Kaku Sushi & Poke`	126	Old Woodward, South	Dining	8/27/2018	Opened
Dry Bar	137	Maple Road, West	Salon/Spa	8/27/2018	Opened
Beauty Club	327	Hamilton Row	Salon/Spa	8/27/2018	Opened
Eyedolize	555	Old Woodward, South	Salon/Spa	7/3/2018	Opened
drybar	137	Maple Road, West	Salon/Spa	6/18/2018	Opened
Grabbagreen	167	Old Woodward, North	Dining	5/31/2018	Opened
White Birch	141	Maple Road, West	Apparel & Accessories - Women	5/31/2018	Opened
Alex Emilio Salon	730	Old Woodward, North	Salon/Spa	5/31/2018	Opened



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

**DECEMBER 2018**

Office Occupancy Rate 88%

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>
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
Verizon	135	Old Woodward, South		4/13/2018	Opened

## Structure Occupancy at 1pm Tuesday-Thursday

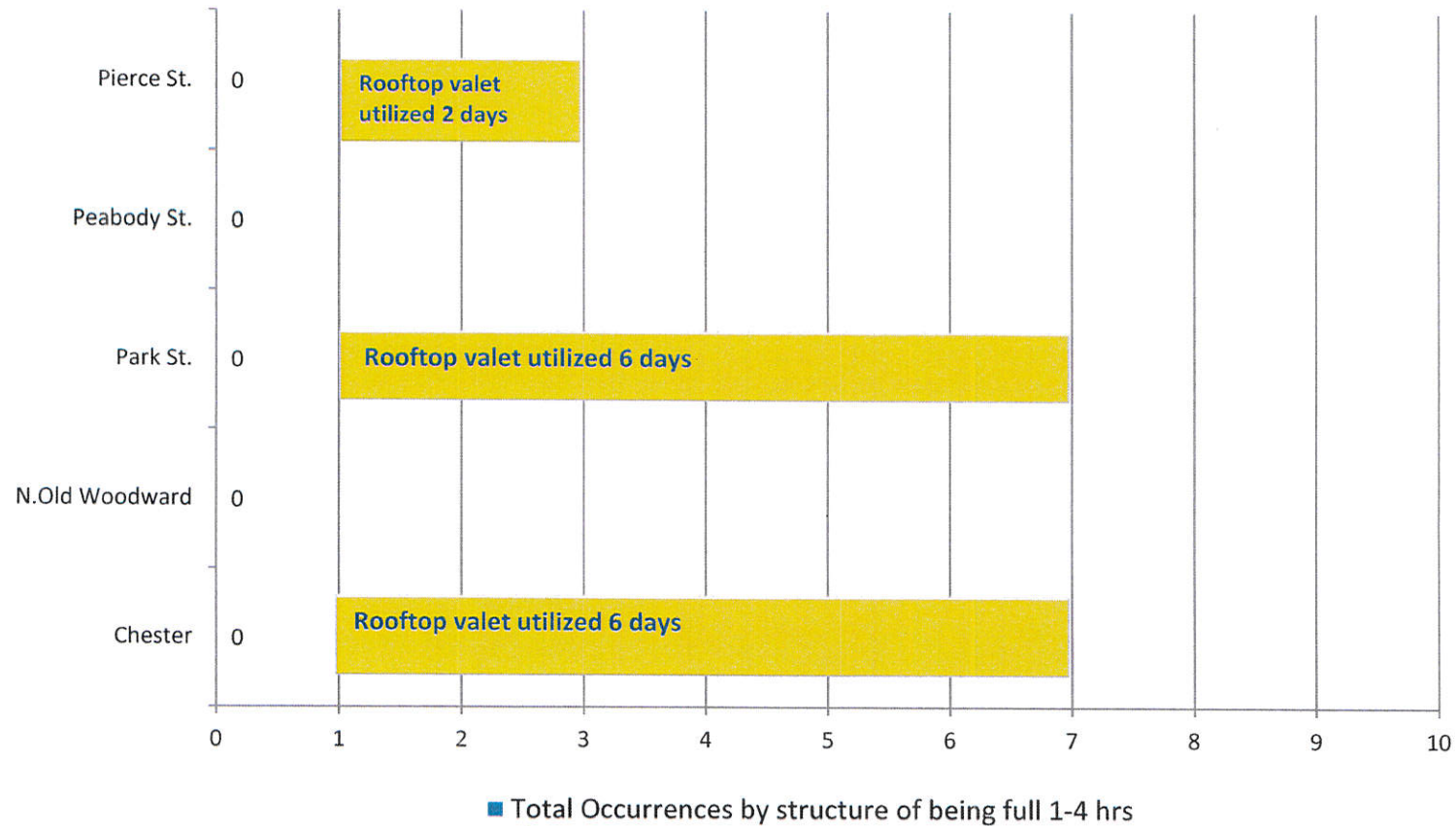
Available Spaces

# OCTOBER 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2 Chester-21 N.O.W.-45 Park-15 Peabody-7 Pierce-119	3 Chester-62 N.O.W.-85 Park-14 Peabody-20 Pierce-41	4 Chester-92 N.O.W.-115 Park-21 Peabody-33 Pierce-78	5	6
7	8	9 Chester-34 N.O.W.-69 Park-18 Peabody-57 Pierce-71	10 Chester-48 N.O.W.-97 Park-55 Peabody-37 Pierce-62	11 Chester-88 N.O.W.-101 Park-10 Peabody-18 Pierce-85	12	13
14	15	16 Chester-92 N.O.W.-97 Park-20 Peabody-63 Pierce-83	17 Chester-34 N.O.W.-42 Park-12 Peabody-16 Pierce-90	18 Chester-132 N.O.W.-142 Park-18 Peabody-78 Pierce-92	19	20
21	22	23 Chester-20 N.O.W.-59 Park-11 Peabody-24 Pierce-68	24 Chester-29 N.O.W.-35 Park-30 Peabody-21 Pierce-53	25 Chester-57 N.O.W.-85 Park-37 Peabody-20 Pierce-75	26	27
28	29	30 Chester-26 N.O.W.-39 Park-14 Peabody-22 Pierce-80	31 Chester-77 N.O.W.-86 Park-15 Peabody-34 Pierce-97			
		Notes:				

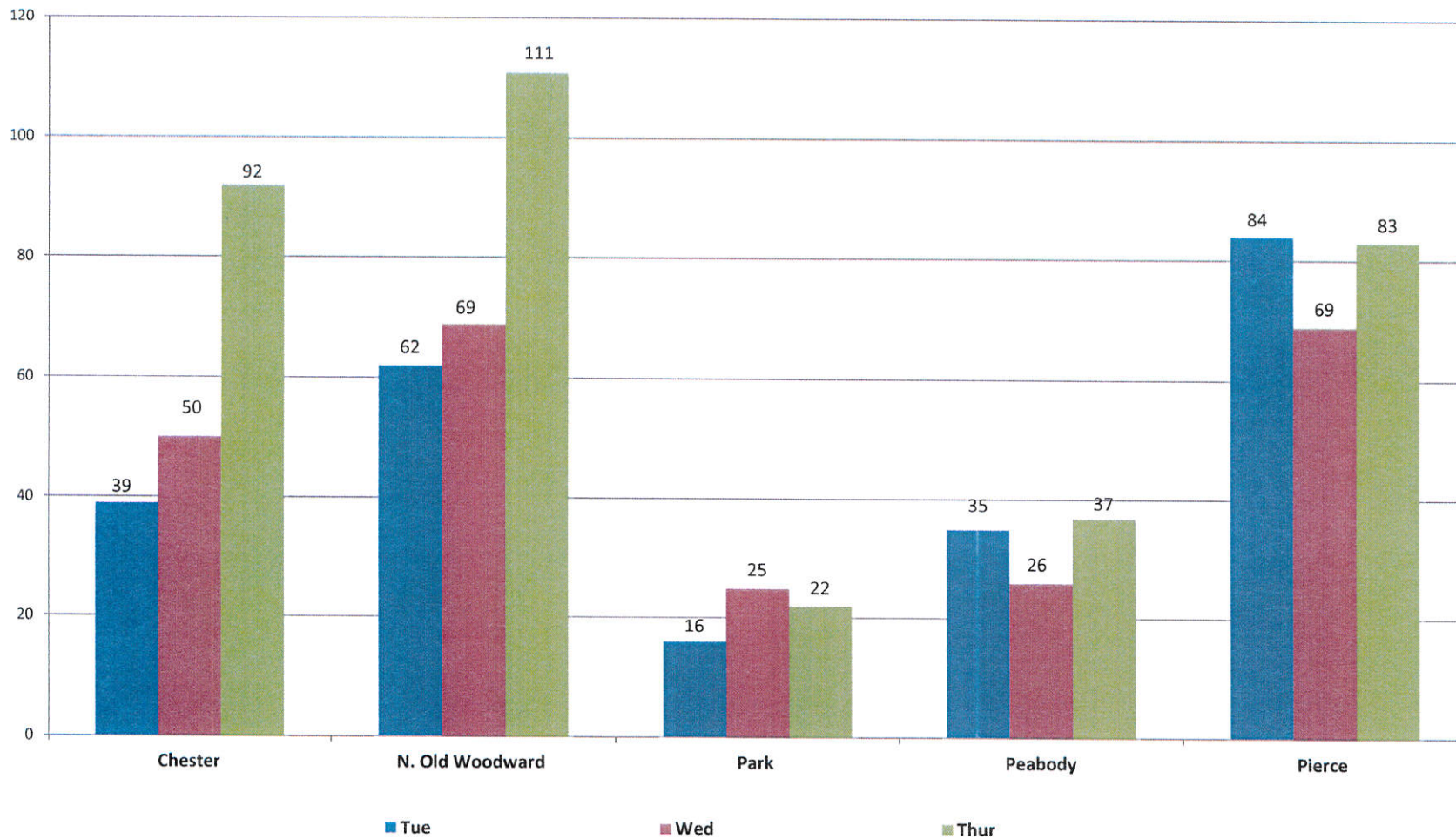
# Parking Full Status by Structure

October 2018 Business Days Only (M-Friday)

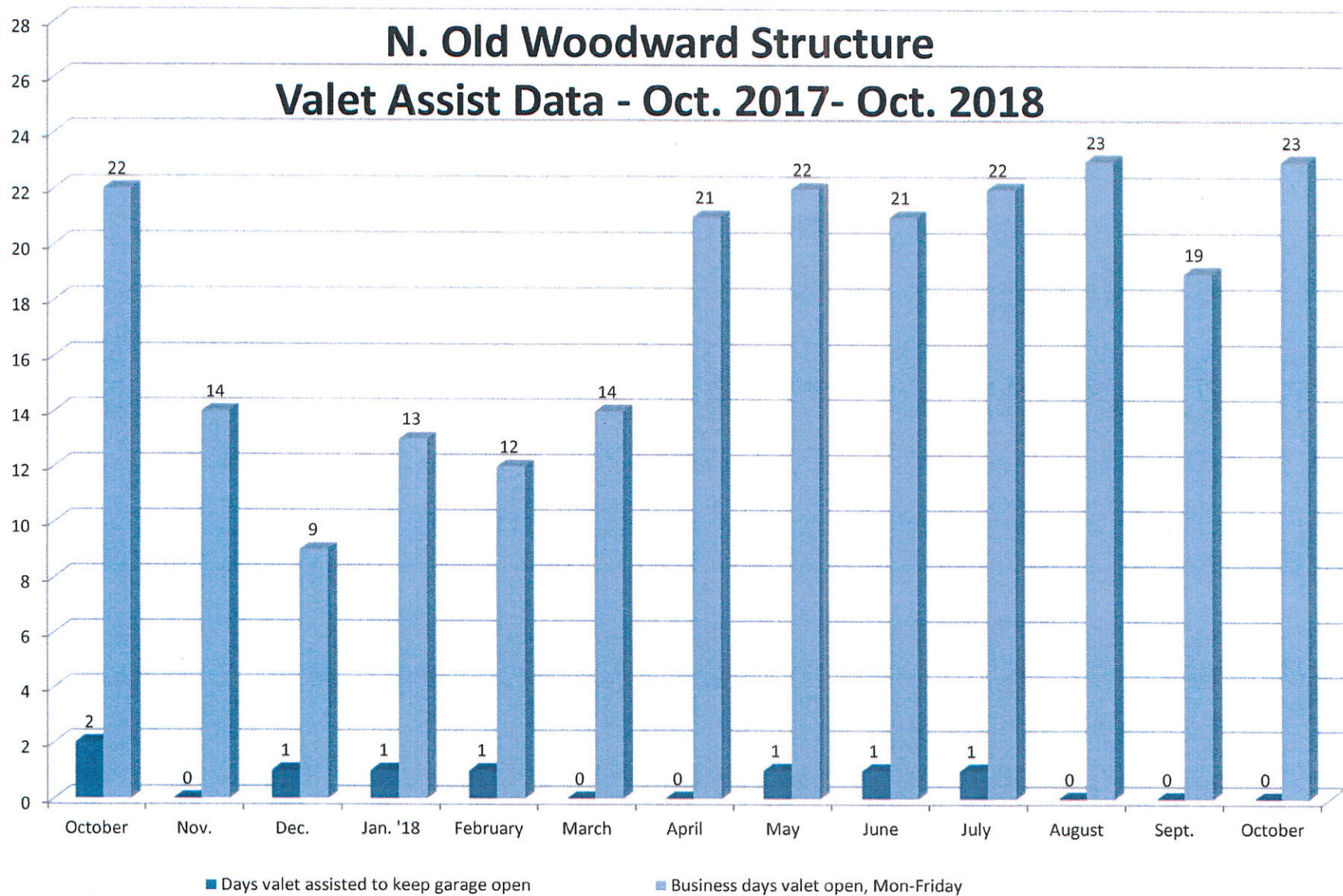




## Structure Occupancy at 1 pm Tuesday-Thursday Average Available Spaces - October 2018



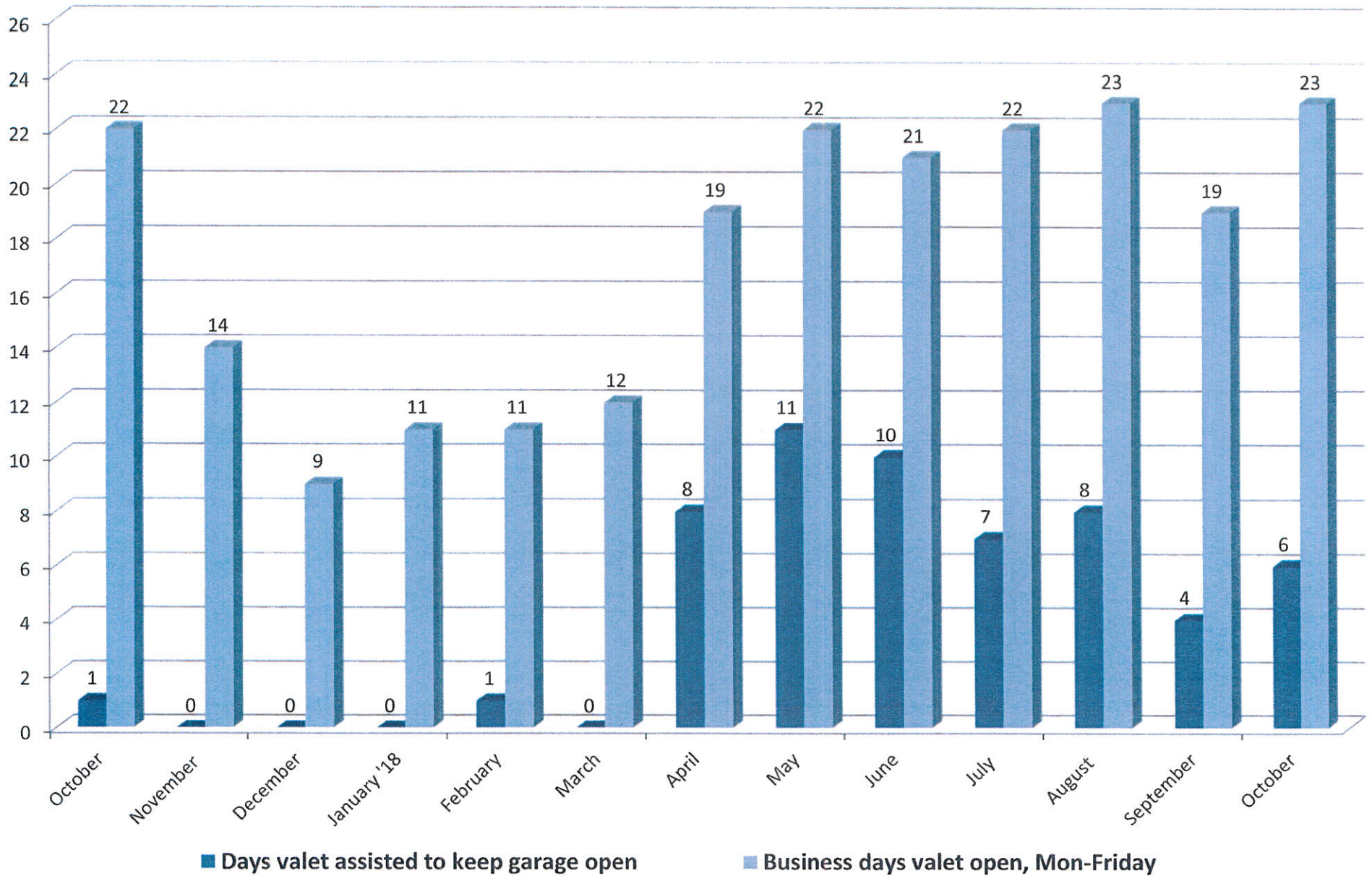
## N. Old Woodward Structure Valet Assist Data - Oct. 2017- Oct. 2018



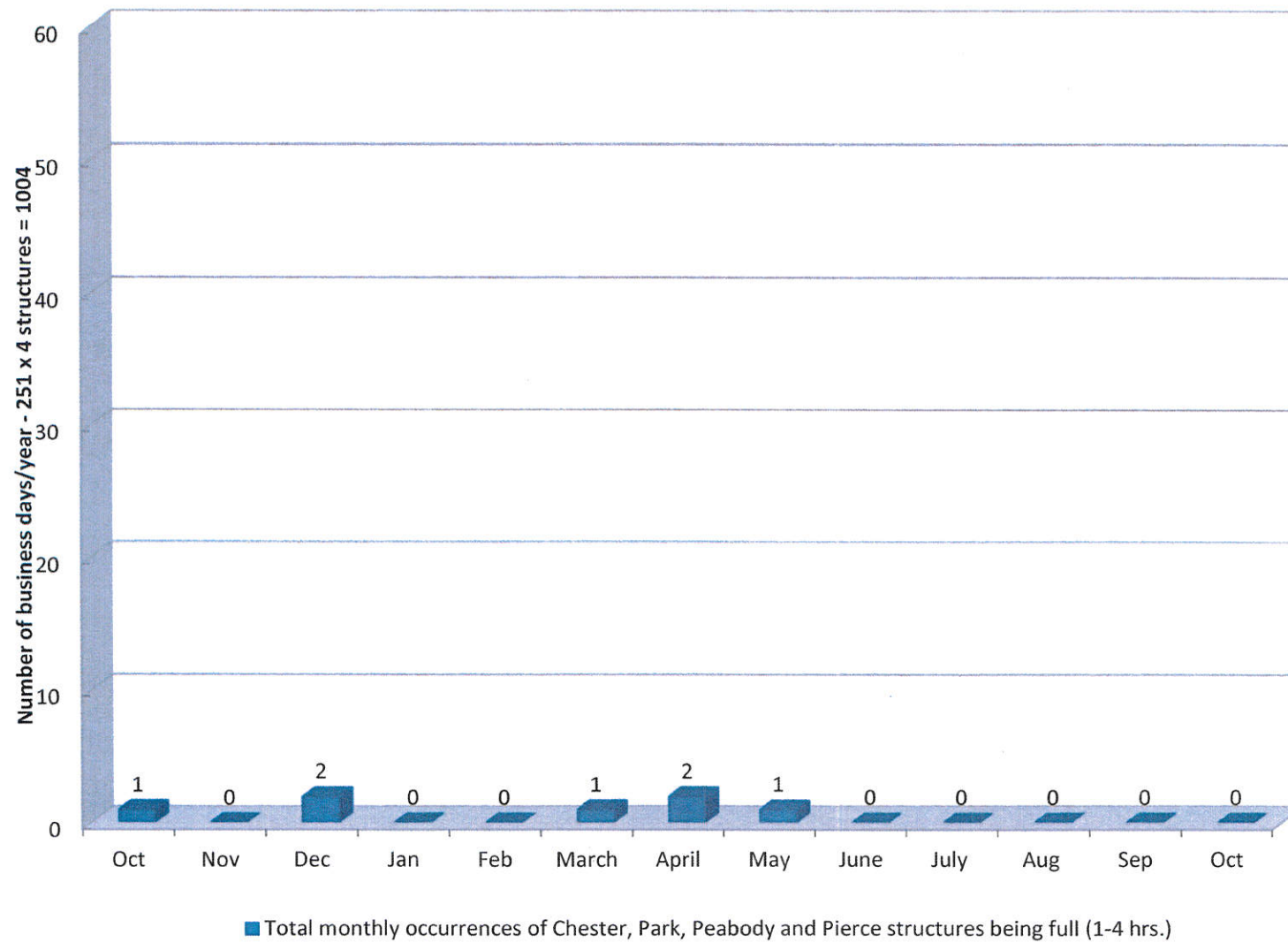


## Park Street Structure

### Valet Assist Data - Oct. 2017 - Oct. 2018



## 2017-18 Combined Parking Structure Full Status



## Structure Occupancy at 1pm Tuesday-Thursday

Available Spaces

# OCTOBER 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2 <b>Chester-21</b> N.O.W.-45 Park-15 Peabody-7 Pierce-119	3 <b>Chester-62</b> N.O.W.-85 Park-14 Peabody-20 Pierce-41	4 <b>Chester-92</b> N.O.W.-115 Park-21 Peabody-33 Pierce-78	5	6
7	8	9 <b>Chester-34</b> N.O.W.-69 Park-18 Peabody-57 Pierce-71	10 <b>Chester-48</b> N.O.W.-97 Park-55 Peabody-37 Pierce-62	11 <b>Chester-88</b> N.O.W.-101 Park-10 Peabody-18 Pierce-85	12	13
14	15	16 <b>Chester-92</b> N.O.W.-97 Park-20 Peabody-63 Pierce-83	17 <b>Chester-34</b> N.O.W.-42 Park-12 Peabody-16 Pierce-90	18 <b>Chester-132</b> N.O.W.-142 Park-18 Peabody-78 Pierce-92	19	20
21	22	23 <b>Chester-20</b> N.O.W.-59 Park-11 Peabody-24 Pierce-68	24 <b>Chester-29</b> N.O.W.-35 Park-30 Peabody-21 Pierce-53	25 <b>Chester-57</b> N.O.W.-85 Park-37 Peabody-20 Pierce-75	26	27
28	29	30 <b>Chester-26</b> N.O.W.-39 Park-14 Peabody-22 Pierce-80	31 <b>Chester-77</b> N.O.W.-86 Park-15 Peabody-34 Pierce-97			
		<b>Notes:</b>				



**Birmingham Principal Shopping District Board**
**Voucher List For:** 12/06/2018

Early Release:Vendor	Description	Account	Amount
ALLEY FARMS	REIMBURSE FOR FARMERS MARKET	MARKETING & ADVERTISING	756.00
ALLEY LOUGHREY	PERFORMANCE AT WM	SPECIAL EVENTS	200.00
ART/DESIGN GROUP LTD	ARTWORK FOR SBS, WM, HOLIDAY EVENTS AND NEW VISITOR GUIDE	MARKETING & ADVERTISING	5,096.50
BEIER HOWLETT P.C.	MERRILL LIGHTING CONTRACTS	OTHER LEGAL	117.30
BIRMINGHAM PUBLIC SCHOOLS	WINTER MARKT POSTER	MARKETING & ADVERTISING	10.50
BRONNER'S COMMERCIAL	SANTA HATS	SPECIAL EVENTS	209.20
C & G PUBLISHING INC.	HOLIDAY ADV	MARKETING & ADVERTISING	1,516.80
CDW GOVERNMENT INC	INK FOR SANTA HOUSE PRINTER	SPECIAL EVENTS	86.38
COSTAR REALTY INFORMATION, INC	ON LINE TENANT RECRUITMENT SUBSCRIPTION	TENANT RECRUITMENT	680.00
DETROIT JEWISH NEWS	SMALL BIZ SATURDAY ADV	MARKETING & ADVERTISING	400.00
DOWNTOWN PUBLICATIONS INC	HOLIDAY ADVERTISING	MARKETING & ADVERTISING	328.00
HOTZ CATERING & RENTAL PLACE	PLUM MARKET'S TENT SET UP	SPECIAL EVENTS	1,096.10
HOURL MEDIA LLC	GENERAL ADV.	MARKETING & ADVERTISING	2,695.00
IDEACORE, LLC	ANNUAL HOSTING OF RESTAURANT WEEK WEBSITE	MARKETING & ADVERTISING	75.00
JIM TAIT	PAYMENT 3 OF 3 FOR SANTA	SPECIAL EVENTS	850.00
KEATON PUBLICATIONS GROUP LLC	GENERAL ADV IN METRO DETROIT ASOURCE	MARKETING & ADVERTISING	1,250.00
KROGER COMPANY	CANDY FOR FARMERS MARKET AND PUMPKIN PATCH EVENT	SPECIAL EVENTS	82.74
LOGICAL SOLUTIONS ENTERPRISE INC	BONUS BUCKS FOR SBS	MARKETING & ADVERTISING	1,186.00
METRO PARENT	WINTER MARKT ADV	MARKETING & ADVERTISING	1,762.25
MOMMY NETWORK OF MICHIGAN	GENERAL, WINTER MARKT AND RESTAURANT WEEK ADV	MARKETING & ADVERTISING	3,150.00
MOSHER & ASSOCIATES LLC	REMOVAL OF SUMMER PLANTS FROM PLANTERS	MAINTENANCE SHOPPING DIST	210.24
NEDERLANDER DETROIT LLC	ADS IN FISHER THEATRE PROGRAM	MARKETING & ADVERTISING	2,167.00
NICK'S MAINTENANCE SERVICE	DECEMBER SNOW CLEARING	SNOW REMOVAL CONTRACT	9,908.00
OBSERVER & ECCENTRIC	FARMERS MARKET AND DAY ON THE TOWN ADV	MARKETING & ADVERTISING	543.50
OFFICE DEPOT INC	MISC OFFICE SUPPLIES	OPERATING SUPPLIES	90.42



# Birmingham Principal Shopping District Board

Voucher List For: 12/06/2018

Early Release:Vendor	Description	Account	Amount
RACHEL WINER	NOVEMBER 11 - DECEMBER 11 SOCIAL MEDIA	MARKETING & ADVERTISING	850.00
RANDYL WAGNER	PAYMENT 3 OF 3 FOR SANTA PERFORMANCE	SPECIAL EVENTS	665.00
RENAISSANCE MEDIA SOLUTIONS	SMALL BUSINESS SATURDAY ADV	MARKETING & ADVERTISING	500.00
SP+ CORPORATION	DECEMBER EMPLOYEE PARKING	OTHER CONTRACTUAL SERVICE	100.00
SUNBELT RENTALS INC	ELECTRICAL RENTAL AND MANAGEMENT FOR WINTER MARKT	SPECIAL EVENTS	14,318.00
THE SWEETEST GOURMET	CUPCAKES FOR BRENDANS LAST DAY AT FARMERS MARKET	SPECIAL EVENTS	48.00
TOP HAT & TAILS CARRIAGE CO INC	PAYMENT 2 OF 2 FOR CARRIAGE RIDES	SPECIAL EVENTS	4,550.00
TURNER SANITATION, INC	PORTA POTTIES FOR FARMERS MARKET	SPECIAL EVENTS	210.00
* ART/DESIGN GROUP LTD	ARTWORK FOR DOTT, RW, HOLIDAYS, SBS, BFM AND WM	MARKETING & ADVERTISING	4,037.25
* PETRA CAMPBELL	FARMERS MARKET WORK 10/14- 10/28	SPECIAL EVENTS	245.00
* FUSILIER FAMILY FARM & GREENHOUSE	PIE PUMPKINS FOR FARMERS MARKET	SPECIAL EVENTS	175.00
* LAUREN KLAPEC	PUMPKIN CARVING AT FARMERS MARKET	SPECIAL EVENTS	500.00
* CHRISTOPHER PATTERSON	PERFORMANCE AT BFM 10/28 - ADJUSTED	SPECIAL EVENTS	75.00
* BPS MUSIC ACCOUNT	GREENFIELD ELEMENTARY PERFORMANCE AT WM	SPECIAL EVENTS	350.00
* DEUTSCHE SPRACHSCHULE	PERFORMANCE AT WM	SPECIAL EVENTS	50.00
* AYL A EICHENHOFER	STROLLING PRINCESS AT WINTER MARKT	SPECIAL EVENTS	150.00
* JEAN LALAMA-GARVEY	PERFORMANCE AT WM	SPECIAL EVENTS	125.00
* INGRID TIGHE	EMPLOYEE TRAINING AND EVENT MEETING	TRAINING	277.69
* TOP HAT & TAILS CARRIAGE CO INC	PAYMENT 1 OF 2 FOR CARRIAGE RIDES	SPECIAL EVENTS	4,550.00
* VILLAGE YOUTH THEATRE	PERFORMANCE AT WM	SPECIAL EVENTS	50.00
* DAVID C. ALDRICH	REINDEER AT WINTER MARKT	SPECIAL EVENTS	950.00
* CLEAR CUT ICE SCULPTURES LLC	ICE SCULPTURE CARVING AT WINTER MARKT	SPECIAL EVENTS	900.00
* JOHN FINLEY	PERFORMER AT WINTER MARKT	SPECIAL EVENTS	300.00
* BIRMINGHAM CONCERT	PERFORMANCE AT WM	SPECIAL EVENTS	250.00

**Birmingham Principal Shopping District Board****Voucher List For:** 12/06/2018

Early Release:Vendor	Description	Account	Amount
		<b>Total:</b>	<b>\$ 68,692.87</b>

Journal Entries

Great American Business Products – Paw Pal Bags	224.06
Outfront Media – I-75 billboard promoting the holidays	1,000.00
Facebook – Boosted posts for Small Business, WM, Santa, Carriage Rides, Valet	2,500.00
iHeartMedia – Streaming radio spots promoting holidays	1,500.00
Ebay – light up batons for Tree Lighting	456.81
Verizon – Ingrid and Jaimi cell phone	101.34
Great American Business Products – Paw Pal Bags	224.06
Postage – 3/20 -10/22	998.97
Oriental Trading – Santa walk	52.33
Oriental Trading – Santa Walk	139.38
Detroit Edison	32.45
Jaimi Brook – large containers for event supplies	26.97
Ingrid Tighe – Sympathy arrangement	50.00
Ingrid Tighe – ICSC conference in New York	650.00
Jaimi Brook – bows for tents at Winter Market	74.72
Ingrid Tighe – miscellaneous office supplies	9.20
Melinda Comerford – heater for office	42.39

Total Journal Entries	\$ 8,082.68
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TOTAL VOUCHERS AND JOURNAL ENTRIES	\$ 76,775.55
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\*Items marked with an asterisk were submitted in advance and prior to board approval

**Board Chair** \_\_\_\_\_**Date** \_\_\_\_\_

## 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 MTG	SPEC MTG	Total Mtgs. Att.	Total Absent	Percent Attended Available
<b>REGULAR MEMBERS</b>																	
Richard Astrein	P	P	A	P	P	P	CP	P	P	P	P				9	1	90%
Samy Eid	P	P	P	P	P	P	CP	P	P	P	A				9	1	90%
Doug Fehan	P	P	P	P	P	A	CP	A	A	P	P				7	3	70%
Geoffrey Hockman	P	A	P	A	P	P	CP	A	P	P	P				7	3	70%
Zachary Kay								P	P	P	P				4	0	100%
Amy Pohlod	P	P	P	A	P	P	CP	P	P	P	P				9	1	90%
Steve Quintal	P	P	P	P	P	P	CP	P	P	P	P				10	0	100%
Bill Roberts	P	P	P	P	P	P	CP	P	P	P	A				9	1	90%
Judy Solomon	A	P	A	P	P	P	CP	P	A	A	A				5	5	50%
Sam Surnow	P	P	P	P	P	P	CP	A	P	P	P				9	1	90%
Joe Valentine	P	P	P	P	P	P	CP	A	P	P	P				9	1	90%
															0	0	#DIV/0!
Reserved															0	0	#DIV/0!
Reserved															0	0	#DIV/0!
Present or Available	9	9	8	8	10	9	10	7	9	10	8	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



*The Shopping District*

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

**BSD COMMITTEES**  
**MONTHLY MEETING SCHEDULE**  
**DECEMBER 2018**

<b><u>BSD BOARD</u></b>	<b><u>THURS 12/6 @ 8:00 AM – COMMUNITY HOUSE</u></b>
<b><u>MAINTENANCE/CAPITAL IMPROVEMENTS</u></b>	<b><u>TUESDAY 12/11 @ 8:00 AM – CITY HALL</u></b>
<b><u>MARKETING/ADVERTISING</u></b>	<b><u>THURSDAY 12/13 @8:30 AM – CITY HALL</u></b>
<b><u>SPECIAL EVENTS</u></b>	<b><u>FRIDAY 1/9 @ 8:30 AM – CITY HALL</u></b>
<b><u>BUSINESS DEVELOPMENT</u></b>	<b><u>TBD</u></b>
<b><u>EXECUTIVE</u></b>	<b><u>WEDNESDAY 12/4 @ 8:00 AM – CITY HALL</u></b>

**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).