



The Shopping District

**Birmingham Shopping District Agenda
Thursday February 7, 2019 - 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 January 3, 2019
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 – December
 - e. Chamber Report
 - f. Community House Report
6. Approval of Vouchers
7. Unfinished Business
8. New Business
 - a. Holiday tree extension purchase
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, January 3, 2019 8:00 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, January 3, 2019, at 8 a.m. in The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, Eid, Hockman, Kay, Pohlod, Quintal, Roberts, Solomon, Valentine

ABSENT: Fehan, Surnow

ALSO PRESENT:

ADMINISTRATION: Tighe, Brook, Gerber

2. RECOGNITION OF VISITORS

3. APPROVAL OF MINUTES

MOTION: Motion by Astrein, seconded by Quintal to approve the minutes dated December 6, 2018.

VOTE: Yeas, 9 Nays, 0 Absent, 2

4. BOARD MEMBER COMMENTS

5. REPORTS

a. FINANCE REPORT – GERBER

Gerber reported that we are chipping away at the \$5,600 left of last year's assessment and that there is approximately \$12,000 outstanding in special event invoices that we are working on collecting. The fund balance of \$247,000 is typical for this time of year.

Looking at the Revenue & Expense report Gerber noted that we are 42% of the way through the year. He pointed out that revenue comes and goes as assessments are collected and explained that the Treasurer is getting ready to send out bills. He suggested that the BSD may want to include a note with the bill explaining the new rate.

Gerber mentioned that Special Events are more front loaded and marketing expenses were higher due to construction, but overall total expenses are about 43% which is right on track.

The Cash Flow report for 5 months shows that 2018 also ended on track. Valet for the Shopping District is new this year and is in the Maintenance budget. The variances balance out and overall everything looks as it should.

b. EXECUTIVE DIRECTOR REPORT - TIGHE

There was no report.

c. COMMITTEE REPORTS:

SPECIAL EVENTS - ASTREIN

Astrein reported that the Tree Lighting Ceremony was very successful and shared that St. Croix was the winner of the Window Decorating Contest. He said that Santa House had good attendance throughout the season.

Restaurant Week will be held January 28 – February 1 and February 4 – 8, 2019. New pricing this year will be \$18 for a three course lunch and \$36 for a three course dinner. Bank of Ann Arbor has committed to being the presenting sponsor again this year. Restaurant participation forms and menus are still being submitted.

The dates have been set for 2019 events.

MARKETING & ADVERTISING - POHLOD

Pohlod reported that the committee put out an RFP for a new social media contract and that the marketing committee has changed their meetings to be held later in the month.

There will be a meeting with HOUR to discuss the spring Birmingham Magazine and then there will be an RFP for future magazines.

She pointed out that there were changes in the holiday advertising strategy this year. Less was done on network TV, more with social media, geo-targeted marketing, and digital ads.

Tighe mentioned that the Live in the D segment generated a lot of interest and segments on Fox2 and Ch. 7 were also very successful.

MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL

The committee will be meeting next week to evaluate 2018 and plan for 2019. Quintal shared that there were some challenges with Merrill Street lights, but the lighting is now up.

Solomon complimented the committee and said that she thought the lighting was beautiful. Astrein said that he thought the arches in Shain Park were amazing.

Valentine agreed that overall, it looked phenomenal. Tighe shared the drone footage of Winter Markt with the group.

BUSINESS DEVELOPMENT - TIGHE

Tighe explained that the committee has decided to pause the Buxton contract for now as they are still actively working on recruiting prospects from the list Buxton generated last year.

The group is working on making ZingTrain (an arm of Zingerman's) customer service training available to merchants. They are also looking at more strategic marketing with trade show magazines and targeting the retail and broker communities.

Current prospects remain active. A women's jewelry store is in negotiations and an outdoor clothing store took a break for the holidays but is looking at the old Thai restaurant location.

Solomon questioned the number of empty stores on W. Maple. Tighe shared that the retail occupancy rate is 96% and there is a fair amount of activity happening behind the scenes on several properties on Maple.

Valentine shared that City Commission will be holding their long range planning session on January 26th and he has invited Tighe to attend to give an update.

EXECUTIVE BOARD REPORT - HOCKMAN

There was no report.

d. PARKING REPORT - VALENTINE

Valentine mentioned that the Advisory Parking Committee will have an RFP for management of the garages in February. They would like to enhance the level of service.

Astrein asked about free parking in the structures on Saturdays during the holidays. Kay said that he thinks that people just do not like parking in the structures. Valentine suggested that this is something that can be looked at for next year, but it needs to be done in a strategic way.

Statistics show that the valet was being utilized much more this year than last – and usage more than doubled when valet was free during December.

Valentine said that the City is planning to continue with valet as stores and shoppers are seeing a benefit.

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 Quintal to approve the vouchers, as submitted, dated January 3, 2019.

VOTE: Yeas, 9 Nays, 0 Absent, 2

7. UNFINISHED BUSINESS

8. NEW BUSINESS

9. INFORMATION

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

10. PUBLIC COMMENTS

Tighe shared that some committee meeting dates have changed and that committee chairs will be meeting quarterly.

11. ADJOURNMENT – 8:40 A.M.

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

Fund 247 PRINCIPAL SHOPPING DISTRICT

GL Number	Description	Balance
*** Assets ***		
247-000.000-004.0000	PETTY CASH	575.00
247-000.000-005.0000	CASH AND INVESTMENTS	193,058.57
247-000.000-028.0000	MISCELLANEOUS	14,317.72
247-000.000-028.9999	ALLOW FOR DOUBTFUL ACCTS.	(1,613.72)
247-000.000-045.0884	PSD SPEC ASSESS 18-19 #884	1,027,301.12
247-000.000-048.0870	PSD DELQ SAD 2017-2018 AR	5,673.60
Total Assets		1,239,312.29
*** Liabilities ***		
247-000.000-200.0000	SUSPENSE ACCOUNT	180.54
247-000.000-202.0000	ACCOUNTS PAYABLE	82,541.35
247-000.000-255.0001	GIFT CERTIFICATES	1,375.00
247-000.000-257.0000	ACCRUED PAYROLL	245.29
247-000.000-367.0300	DEFER. INFLOWS - MISCELLANEOUS INV	12,704.00
247-000.000-367.0700	DEFER. INFLOWS - SPECIAL ASSESSMEN	1,027,301.12
247-000.000-367.0800	DEFER. INFLOWS - DELQ SPECIAL ASSE	5,673.60
Total Liabilities		1,130,020.90
*** Fund Balance ***		
247-000.000-391.0000	RETAINED EARNINGS	640,121.84
Total Fund Balance		640,121.84
Beginning Fund Balance		640,121.84
Net of Revenues VS Expenditures		(530,830.45)
Ending Fund Balance		109,291.39
Total Liabilities And Fund Balance		1,239,312.29

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 12/31/2018

GL NUMBER	DESCRIPTION	2018-19		ACTIVITY FOR MONTH 12/31/18	YTD BALANCE 12/31/2018	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
		ORIGINAL BUDGET	2018-19 AMENDED BUDGET					
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	135,330.00	0.00	0.00	0.00	135,330.00	0.00
USE OF FUND BALANCE		116,300.00	135,330.00	0.00	0.00	0.00	135,330.00	0.00
INTEREST AND RENT								
247-000.000-664.0000	INVESTMENT INCOME	6,390.00	6,390.00	523.95	3,670.40	0.00	2,719.60	57.44
INTEREST AND RENT		6,390.00	6,390.00	523.95	3,670.40	0.00	2,719.60	57.44
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	3,429.84	0.00	14,420.16	19.21
247-000.000-672.0884	PSD SPEC ASSESS REVENUE 2018-2	0.00	0.00	16,365.87	16,365.87	0.00	(16,365.87)	100.00
SPECIAL ASSESSMENTS		897,300.00	897,300.00	16,365.87	19,795.71	0.00	877,504.29	2.21
OTHER REVENUE								
247-000.000-676.0001	CONTR FROM PRIVATE SOURCE	190,000.00	190,000.00	13,054.00	141,123.21	0.00	48,876.79	74.28
OTHER REVENUE		190,000.00	190,000.00	13,054.00	141,123.21	0.00	48,876.79	74.28
Total Dept 000.000		1,209,990.00	1,229,020.00	29,943.82	164,589.32	0.00	1,064,430.68	13.39
TOTAL REVENUES		1,209,990.00	1,229,020.00	29,943.82	164,589.32	0.00	1,064,430.68	13.39
Expenditures								
Dept 298.000 - PUBLIC RELATIONS								
PERSONNEL SERVICES								
247-298.000-702.0001	SALARIES & WAGES DIRECT	28,590.00	31,030.00	4,051.33	14,936.72	0.00	16,093.28	48.14
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	2,410.00	298.35	1,085.00	0.00	1,325.00	45.02
247-298.000-706.0002	HOSPITALIZATION	11,090.00	11,090.00	426.19	2,557.05	0.00	8,532.95	23.06
247-298.000-706.0007	WORKER'S COMPENSATION	100.00	100.00	9.42	34.64	0.00	65.36	34.64
247-298.000-706.0012	RETIREMNT-DEF CONTR EMPLR	2,620.00	2,840.00	334.95	1,314.64	0.00	1,525.36	46.29
247-298.000-706.0013	RET HLTH SVGS CONTR EMPLR	690.00	690.00	70.00	419.99	0.00	270.01	60.87
PERSONNEL SERVICES		45,770.00	48,610.00	5,190.24	20,348.04	0.00	28,261.96	41.86
Total Dept 298.000 - PUBLIC RELATIONS		45,770.00	48,610.00	5,190.24	20,348.04	0.00	28,261.96	41.86
Dept 441.005 - DOWNTOWN MAINTENANCE								
PERSONNEL SERVICES								
247-441.005-702.0001	SALARIES & WAGES DIRECT	49,870.00	51,460.00	2,347.07	16,798.62	0.00	34,661.38	32.64
247-441.005-702.0002	OVERTIME PAY	22,350.00	22,350.00	1,068.82	13,654.49	0.00	8,695.51	61.09
247-441.005-702.0003	LONGEVITY	370.00	370.00	137.65	137.65	0.00	232.35	37.20
247-441.005-706.0001	FICA	5,370.00	5,490.00	275.53	2,295.86	0.00	3,194.14	41.82
247-441.005-706.0002	HOSPITALIZATION	10,640.00	10,640.00	491.25	5,585.90	0.00	5,054.10	52.50
247-441.005-706.0003	LIFE INSURANCE	190.00	190.00	13.46	99.44	0.00	90.56	52.34
247-441.005-706.0004	RETIRE CONTRIB HEALTH	11,870.00	11,920.00	845.61	5,311.43	0.00	6,608.57	44.56
247-441.005-706.0005	DENTAL/OPTICAL	1,170.00	1,200.00	40.82	365.11	0.00	834.89	30.43
247-441.005-706.0006	LT/ST DISABILITY	510.00	530.00	29.17	228.88	0.00	301.12	43.18

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 12/31/2018

GL NUMBER	DESCRIPTION	2018-19		ACTIVITY FOR MONTH 12/31/18	YTD BALANCE 12/31/2018	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
		ORIGINAL BUDGET	2018-19 AMENDED BUDGET					
Fund 247 - PRINCIPAL SHOPPING DISTRICT								
Expenditures								
247-441.005-706.0007	WORKER'S COMPENSATION	1,340.00	1,370.00	67.14	469.75	0.00	900.25	34.29
247-441.005-706.0010	RETIREMENT EMPLOYER CNTB	7,880.00	7,970.00	453.77	3,124.39	0.00	4,845.61	39.20
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	1,610.00	210.93	1,441.94	0.00	168.06	89.56
247-441.005-706.0013	RET HLTH SVGS CONTR EMPLR	930.00	930.00	74.87	605.09	0.00	324.91	65.06
PERSONNEL SERVICES		114,120.00	116,130.00	6,056.09	50,118.55	0.00	66,011.45	43.16
OTHER CHARGES								
247-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	43,000.00	43,000.00	2,132.68	15,942.34	0.00	27,057.66	37.08
OTHER CHARGES		43,000.00	43,000.00	2,132.68	15,942.34	0.00	27,057.66	37.08
Total Dept 441.005 - DOWNTOWN MAINTENANCE		157,120.00	159,130.00	8,188.77	66,060.89	0.00	93,069.11	41.51
Dept 748.000 - PRINCIPAL SHOPPING DISTRICT								
PERSONNEL SERVICES								
247-748.000-702.0001	SALARIES & WAGES DIRECT	197,920.00	210,230.00	21,087.16	103,889.96	0.00	106,340.04	49.42
247-748.000-706.0001	FICA	15,150.00	16,090.00	1,606.18	7,872.91	0.00	8,217.09	48.93
247-748.000-706.0002	HOSPITALIZATION	43,930.00	43,930.00	4,080.18	24,481.08	0.00	19,448.92	55.73
247-748.000-706.0003	LIFE INSURANCE	950.00	950.00	72.34	434.04	0.00	515.96	45.69
247-748.000-706.0004	RETIRE CONTRIB HEALTH	5,620.00	5,620.00	467.67	2,806.02	0.00	2,813.98	49.93
247-748.000-706.0005	DENTAL/OPTICAL	1,850.00	2,010.00	214.30	923.90	0.00	1,086.10	45.97
247-748.000-706.0006	LT/ST DISABILITY	820.00	880.00	94.08	405.68	0.00	474.32	46.10
247-748.000-706.0007	WORKER'S COMPENSATION	630.00	660.00	83.90	396.93	0.00	263.07	60.14
247-748.000-706.0010	RETIREMENT EMPLOYER CNTB	2,340.00	2,340.00	194.75	1,168.50	0.00	1,171.50	49.94
247-748.000-706.0012	RETIREMNT-DEF CONTR EMPLR	8,110.00	8,790.00	940.86	4,056.26	0.00	4,733.74	46.15
247-748.000-706.0013	RET HLTH SVGS CONTR EMPLR	1,820.00	1,820.00	140.00	840.00	0.00	980.00	46.15
PERSONNEL SERVICES		279,140.00	293,320.00	28,981.42	147,275.28	0.00	146,044.72	50.21
OTHER CHARGES								
247-748.000-801.0200	OTHER LEGAL	3,000.00	3,000.00	692.07	1,607.01	0.00	1,392.99	53.57
247-748.000-802.0100	AUDIT	750.00	750.00	49.50	724.65	0.00	25.35	96.62
247-748.000-811.0000	OTHER CONTRACTUAL SERVICE	20,000.00	20,000.00	100.00	600.00	0.00	19,400.00	3.00
247-748.000-829.0100	SNOW REMOVAL CONTRACT	59,000.00	59,000.00	9,908.00	29,233.00	0.00	29,767.00	49.55
247-748.000-829.0200	WEB SITE MAINTENANCE	5,500.00	5,500.00	60.00	1,560.00	0.00	3,940.00	28.36
247-748.000-851.0000	TELEPHONE	1,750.00	1,750.00	101.34	505.38	0.00	1,244.62	28.88
247-748.000-901.0000	PRINTING & PUBLISHING	0.00	0.00	0.00	194.25	0.00	(194.25)	100.00
247-748.000-901.0400	MARKETING & ADVERTISING	125,000.00	125,000.00	25,755.09	99,324.52	0.00	25,675.48	79.46
247-748.000-901.0500	PUBLIC RELATIONS	10,000.00	10,000.00	131.88	4,357.55	0.00	5,642.45	43.58
247-748.000-903.0000	TENANT RECRUITMENT	100,000.00	100,000.00	4,355.54	23,101.32	0.00	76,898.68	23.10
247-748.000-904.0000	PRINTING PSD MAGAZINE	85,000.00	85,000.00	24,312.29	52,197.92	0.00	32,802.08	61.41
247-748.000-909.0000	SPECIAL EVENTS	200,000.00	200,000.00	38,754.85	158,986.45	0.00	41,013.55	79.49
247-748.000-933.0200	EQUIPMENT MAINTENANCE	1,200.00	1,200.00	0.00	495.30	0.00	704.70	41.28
247-748.000-935.0200	MAINTENANCE SHOPPING DIST	70,000.00	70,000.00	18,068.92	69,600.53	2,000.00	(1,600.53)	102.29
247-748.000-942.0000	COMPUTER EQUIPMENT RENTAL	18,160.00	18,160.00	1,513.33	9,079.98	0.00	9,080.02	50.00
247-748.000-944.0000	BUILDING OR FACILITY RENT	12,000.00	12,000.00	1,000.00	6,000.00	0.00	6,000.00	50.00
247-748.000-955.0100	TRAINING	1,000.00	1,000.00	0.00	268.69	0.00	731.31	26.87
247-748.000-955.0300	MEMBERSHIP & DUES	1,600.00	1,600.00	130.00	670.00	0.00	930.00	41.88
247-748.000-955.0400	CONFERENCES & WORKSHOPS	3,000.00	3,000.00	0.00	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	2,250.00	0.00	2,250.00	50.00
OTHER CHARGES		721,460.00	721,460.00	125,307.81	460,860.55	2,000.00	258,599.45	64.16

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 12/31/2018

GL NUMBER	DESCRIPTION	2018-19		ACTIVITY FOR MONTH 12/31/18	YTD BALANCE 12/31/2018	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
		ORIGINAL BUDGET	2018-19 AMENDED BUDGET					
Fund 247 - PRINCIPAL SHOPPING DISTRICT								
Expenditures								
SUPPLIES								
247-748.000-727.0000	POSTAGE	3,000.00	3,000.00	0.00	0.00	0.00	3,000.00	0.00
247-748.000-729.0000	OPERATING SUPPLIES	3,500.00	3,500.00	99.77	875.01	0.00	2,624.99	25.00
SUPPLIES		<u>6,500.00</u>	<u>6,500.00</u>	<u>99.77</u>	<u>875.01</u>	<u>0.00</u>	<u>5,624.99</u>	<u>13.46</u>
Total Dept 748.000 - PRINCIPAL SHOPPING DISTRICT		<u>1,007,100.00</u>	<u>1,021,280.00</u>	<u>154,389.00</u>	<u>609,010.84</u>	<u>2,000.00</u>	<u>410,269.16</u>	<u>59.83</u>
TOTAL EXPENDITURES		<u>1,209,990.00</u>	<u>1,229,020.00</u>	<u>167,768.01</u>	<u>695,419.77</u>	<u>2,000.00</u>	<u>531,600.23</u>	<u>56.75</u>
Fund 247 - PRINCIPAL SHOPPING DISTRICT:								
TOTAL REVENUES		1,209,990.00	1,229,020.00	29,943.82	164,589.32	0.00	1,064,430.68	13.39
TOTAL EXPENDITURES		1,209,990.00	1,229,020.00	167,768.01	695,419.77	2,000.00	531,600.23	56.75
NET OF REVENUES & EXPENDITURES		0.00	0.00	(137,824.19)	(530,830.45)	(2,000.00)	532,830.45	100.00

PRINCIPAL SHOPPING DISTRICT
CASH FLOW
FOR THE MONTH OF DECEMBER 2018

<u>DESCRIPTION</u>	<u>PROJECTED</u>	<u>ACTUAL</u>	<u>VARIANCE</u>
BEGINNING CASH BALANCE	\$ 304,048	\$ 301,678	\$ (2,370)
CASH RECEIPTS:			
255.0001 Gift Certificates In	-	1,375	1,375
Special Assessments	45,060	16,366	(28,694)
Interest Income	320	524	204
Special Event Revenue	<u>5,610</u>	<u>13,054</u>	<u>7,444</u>
Sub-total cash receipts	50,990	31,319	(19,671)
CASH DISBURSEMENTS:			
OFFICE DISBURSEMENTS			
PSD Personnel Costs	21,470	28,981	(7,511)
727.0000 Postage	400	-	400
729.0000 Supplies	280	90	190
801.0200 Legal	250	117	133
802.0100 Audit	90	50	40
811.0000 Other Contractual Service	90	100	(10)
933.0200 Equipment Maintenance	300	-	300
851.0000 Telephone	150	-	150
955.0100 Training	90	-	90
955.0300 Memberships & Dues	-	-	-
955.0400 Conferences & Workshops	300	-	300
942.0000 Computer Equipment Rental	1,510	1,513	(3)
957.0400 Liability Insurance	375	375	-
944.0000 Building Rent	<u>1,000</u>	<u>1,000</u>	<u>-</u>
Sub-total Office Disbursements	26,305	32,226	(5,921)
PROGRAM DISBURSEMENTS			
DPS Downtown Maintenance	9,430	8,189	1,241
Promotion Personnel Costs	3,520	5,190	(1,670)
255.0001 Gift Certificates Out	-	-	-
828.03 Valet Services	-	-	-
829.0100 Snow Removal	9,400	9,908	(508)
935.0200 Maintenance PSD	14,700	2,095	12,605
901.0000 Printing & Publishing	-	-	-
901.0400 Marketing & Advertising	31,250	26,986	4,264
901.0500 Public Relations	1,000	132	868
903.0000 Tenant Recruitment	8,330	2,456	5,874
909.0000 Special Events	62,000	52,756	9,244
904.0000 PSD Magazine	31,000	-	31,000
829.0200 Web Site Maintenance	<u>100</u>	<u>-</u>	<u>100</u>
Sub-total Program Disbursements	<u>170,730</u>	<u>107,712</u>	<u>63,018</u>
Total Disbursements	197,035	139,938	57,097
INCREASE (DECREASE) IN CASH BALANCE	<u>(146,045)</u>	<u>(108,619)</u>	<u>37,426</u>
ENDING CASH BALANCE	<u>\$ 158,003</u>	<u>\$ 193,059</u>	<u>\$ 35,056</u>

PRINCIPAL SHOPPING DISTRICT
ACTUAL CASH FLOW
FOR THE SIX MONTHS ENDED DECEMBER 2018

<u>DESCRIPTION</u>	PROJECTED	ACTUAL	VARIANCE
BEGINNING CASH BALANCE	\$ 664,443	\$ 664,443	\$ -
CASH RECEIPTS:			
Gift Certificates In	-	1,375	1,375
Special Assessments	69,790	47,060	(22,730)
Interest Income	2,970	3,670	700
Special Event Revenue	<u>141,940</u>	<u>167,784</u>	<u>25,844</u>
Sub-total cash receipts	214,700	219,889	5,189
CASH DISBURSEMENTS:			
OFFICE DISBURSEMENTS			
PSD Personnel Costs	139,570	158,913	(19,343)
727.0000 Postage	1,600	-	1,600
729.0000 Supplies	1,820	851	969
801.0200 Legal	1,500	973	527
802.0100 Audit	750	725	25
811.0000 Other Contractual Service	540	600	(60)
933.0200 Equipment Maintenance	600	495	105
851.0000 Telephone	870	505	365
955.0100 Training	500	269	231
955.0300 Memberships & Dues	800	540	260
955.0400 Conferences & Workshops	1,550	173	1,377
942.0000 Computer Equipment Rental	9,060	9,078	(18)
957.0400 Liability Insurance	2,250	2,250	-
944.0000 Building Rent	<u>6,000</u>	<u>6,000</u>	<u>-</u>
Sub-total Office Disbursements	167,410	181,372	(13,962)
PROGRAM DISBURSEMENTS			
DPS Downtown Maintenance	83,270	70,349	12,921
Promotion Personnel Costs	22,880	21,792	1,088
255.0001 Gift Certificates Out	-	-	-
828.03 Valet Services	58,500	20,170	38,330
829.0100 Snow Removal	18,800	19,325	(525)
935.0200 Maintenance PSD	28,700	59,275	(30,575)
901.0000 Printing & Publishing	-	1,140	(1,140)
901.0400 Marketing & Advertising	77,500	139,903	(62,403)
901.0500 Public Relations	5,000	4,358	642
903.0000 Tenant Recruitment	49,980	21,905	28,075
909.0000 Special Events	145,000	121,998	23,002
904.0000 PSD Magazine	62,000	27,886	34,114
829.0200 Web Site Maintenance	<u>2,100</u>	<u>1,800</u>	<u>300</u>
Sub-total Program Disbursements	553,730	509,901	43,829
Total Disbursements	721,140	691,273	29,867
INCREASE (DECREASE) IN CASH BALANCE	<u>(506,440)</u>	<u>(471,384)</u>	<u>35,056</u>
ENDING CASH BALANCE	<u>\$ 158,003</u>	<u>\$ 193,059</u>	<u>\$ 35,056</u>

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	440,851	386,095	301,678	193,059	495,074	859,099	797,284	747,159	637,204	664,443
CASH RECEIPTS:													
2017 Assessment	-	27,264	600	-	2,830	-	2,910	-	-	-	13,700	-	47,304
2018 Assessment	-	-	-	-	-	16,366	395,750	430,930	8,800	-	-	-	851,846
Special Assessments	-	27,264	600	-	2,830	16,366	398,660	430,930	8,800	-	13,700	-	899,150
Gift Certificates In	-	-	-	-	-	1,375	-	-	-	-	-	-	-
Interest Income	(85)	1,289	659	580	703	524	160	480	880	800	750	630	7,370
Special Event Revenue	17,979	26,476	56,477	30,606	23,192	13,054	370	2,130	10,280	15,000	4,120	12,160	211,844
Sub-total cash receipts	17,894	55,029	57,736	31,186	26,725	31,319	399,190	433,540	19,960	15,800	18,570	12,790	1,118,364
CASH DISBURSEMENTS:													
OFFICE DISBURSEMENTS													
PSD Personnel Costs	24,017	36,218	23,694	23,674	22,329	28,981	32,220	21,470	21,470	21,470	21,470	21,470	298,483
727.00 Postage	-	-	-	-	-	-	-	-	-	400	400	600	1,400
729.00 Supplies	76	63	65	367	190	90	280	280	280	280	280	280	2,531
801.02 Legal	59	117	-	422	258	117	250	250	250	250	250	250	2,473
802.01 Audit	-	-	675	-	-	50	-	-	-	-	-	-	725
811.00 Other Contractual Service	100	100	100	100	100	100	90	90	90	90	90	90	1,140
933.02 Equipment Maintenance	-	243	-	-	252	-	-	-	300	-	-	300	1,095
851.00 Telephone	101	101	101	101	101	-	140	150	140	150	150	150	1,385
955.01 Training	-	-	-	-	269	-	80	80	90	80	80	90	769
955.03 Memberships & Dues	-	-	250	-	290	-	130	30	-	270	-	-	1,340
955.04 Conferences & Workshops	69	25	-	79	-	-	700	250	-	-	400	100	1,623
942.00 Computer Equipment Rental	1,513	1,513	1,513	1,513	1,513	1,513	1,510	1,510	1,510	1,510	1,510	1,550	18,178
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	27,310	39,755	27,773	27,631	26,677	32,226	36,775	25,485	25,505	25,875	26,375	26,255	347,642
PROGRAM DISBURSEMENTS													
DPS Downtown Maintenance	13,414	17,334	11,984	10,920	8,508	8,189	11,000	7,860	12,570	11,000	7,850	23,570	144,199
Promotion Personnel Costs	2,972	4,554	2,982	3,047	3,047	5,190	5,290	3,520	3,520	3,520	3,520	3,520	44,682
255.01 Gift Certificates Out	-	-	-	-	-	-	-	-	-	-	-	-	-
828.03 Valet Services	32,597	(12,427)	-	-	-	-	-	-	-	-	-	-	20,170
829.01 Snow Removal	-	-	-	-	9,417	9,908	9,400	15,400	15,400	-	-	-	59,525
935.02 Maintenance PSD	1,929	42,148	1,863	6,819	4,421	2,095	280	420	9,800	11,200	9,800	9,800	100,575
901.00 Printing & Publishing	-	1,140	194	-	-	-	-	-	-	-	-	-	-
901.04 Marketing & Advertising	22,526	30,029	34,541	13,666	12,155	26,986	15,000	7,500	5,000	5,000	10,000	5,000	187,403
901.05 Public Relations	1,500	-	2,500	-	226	132	1,000	1,000	-	1,000	1,000	1,000	9,358
903.00 Tenant Recruitment	1,383	706	7,902	6,278	3,180	2,456	8,330	8,330	8,330	8,330	8,330	8,370	71,925
909.00 Special Events	14,294	8,049	14,999	17,581	14,125	52,756	10,000	-	-	-	37,000	8,000	176,804
904.00 PSD Magazine	-	-	-	-	27,886	-	-	-	-	-	23,000	-	50,886
829.02 Web Site Maintenance	300	-	-	-	1,500	-	100	-	1,650	-	1,650	-	5,200
Sub-total Program Disbursements	90,915	91,533	76,965	58,311	84,465	107,712	60,400	44,030	56,270	40,050	102,150	59,260	870,727
Total Disbursements	118,225	131,288	104,738	85,942	111,142	139,938	97,175	69,515	81,775	65,925	128,525	85,515	1,218,369
INCREASE (DECREASE) IN CASH BALANCE	(100,331)	(76,259)	(47,002)	(54,756)	(84,417)	(108,619)	302,015	364,025	(61,815)	(50,125)	(109,955)	(72,725)	(100,005)
ENDING CASH BALANCE	564,112	487,853	440,851	386,095	301,678	193,059	495,074	859,099	797,284	747,159	637,204	564,479	564,438



The Shopping District

2018 in Review

2018 was a great and busy year for the Birmingham Shopping District! The downtown underwent a massive reconstruction project of Old Woodward replacing aged underground infrastructure and improving the above ground walkability and aesthetics. The BSD also hosted many signature events throughout the year such as Day on the Town and Winter Markt. The BSD team worked actively behind the scenes to attract new businesses to Birmingham and expand the BSD's business development strategy. Last, the BSD continued to beautify the city with projects such as the gorgeous hanging flower baskets. All of these initiatives and services provided by the BSD are with the goal of helping property owners and downtown businesses in the district thrive and succeed. The following report highlights the Birmingham Shopping District's success in 2018 in four main areas of operation and also the Old Woodward reconstruction. We look forward to continuing the positive momentum and helping downtown Birmingham prosper in 2019!

BUSINESS DEVELOPMENT

Welcomed 23 New Businesses: Verizon, Union Barber, Savaya Salon, St. Croix

Shop, Kohler Signature Store, Alex Emilio Salon, White Birch, Grabbagreen, Drybar, Eyedolize, Beauty Club, Kaku Sushi & Poke, Adachi, Tomatoes Apizza, Anna Castaldi, Untied On Woodward, Hazel Ravines & Downtown, Kybun Joya Shoes, EcoATM, 110 Couture, Lyudviga Couture



96% Retail Occupancy Rate

90% Office Occupancy Rate

Conducted national retail recruiting to include trips to **International Conference of Shopping Centers**



Revamped
BSD website



Retained **Retail Consultant** that provided prospective national retailers list resulting in Letter of Intent. Also provided programs for tenant retention

MARKETING

Facebook and Instagram ads

\$45,000 in digital marketing campaigns

1,777 Live TV commercials

Published **3 Magazines**

27,777 On-demand TV commercials

20 Live TV promotions (i.e. "Live in the D")

143 Newspaper and magazine ads

90,000+ Website "hits"

Radio ads, billboard ads, signs, posters, and more...

EVENTS

Restaurant Week

21 Restaurants participated

Birmingham Cruise

325 Classic Cars

\$80,000 in revenue

Day on the Town Annual

Sidewalk Sale

Thousands of shoppers from Metro-Detroit

Farmers Market

50,000+ Visitors

Santa House

Sleigh Rides

Free Holiday Valet Parking

Small

Business

Saturday

Winter Markt

15,000+ visitors

MAINTENANCE AND CAPITAL IMPROVEMENTS

200 Flower baskets and planters throughout BSD



Every snowfall, **snow removal** performed on **10 miles** of sidewalks



Over **400** downtown trees decorated with **800,000+** holiday lights

CONSTRUCTION PROGRAMS

Birmingham Bonus Bucks

\$1,047,691 spent by customers at businesses

\$50,000 Birmingham Bonus Bucks distributed to shoppers



Free Valet Parking

15,000+ cars parked



The Shopping District

Special Events Committee

January 10, 2019

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

Staff: Tighe, Brook, Yerks

1. Welcome and Introductions

PRESENT: Astrein, Fehan, Pohlod

ABSENT: Kay and Solomon

ADMINISTRATION: Tighe, Brook

2. Birmingham Restaurant Week - Jan 28 - Feb 1 and Feb 4 – Feb 8

- a. Twenty-two restaurants are participating
- b. Three morning news segments will feature chefs – WXYZ, CH 7; CH 2, and WDIV Live in the D

3. Upcoming Events

a. Farmers Market

- i. Dates for 5 special events are set:
 1. Opening Day – May 5
 2. Chef Clash – June 23
 3. Corn Festival – August 11
 4. Harvest Fest – September 15
 5. End of Season Celebration – October 27

b. Movie Nights

- i. Dates are set and movies have been selected
 1. June 14 – Zootopia
 2. July 12 – The Sandlot
 3. August 23 – Monsters, Inc.
- ii. Sponsors are beginning to make commitments

c. Santa House

- i. Due to short holiday season, we will be extending Santa House hours by 30 minutes each non-Winter Markt day and staying open from 10 a.m. – 7 p.m. on Saturday, December 21st.
- ii. We will schedule carriage rides to coordinate with Santa House hours.
- iii. We are working to secure Santas now – hoping to have our top 2 Santas cover all of the shifts.

Upcoming Events

May 5 – October 27 – Birmingham Farmers Market 16th Season

June 14, July 12, August 23 – Movie Nights

July 27 – Day on the Town

August 17 – Birmingham Cruise Event

NEXT MEETING: Friday, February 8, 2019 at 8:30 a.m.

2018-19 Budget: \$200,000

Remaining balance after February vouchers: \$76,721



The Shopping District

Marketing & Advertising Committee Meeting

January 17, 2019

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

Staff: Tighe, Gamboa

1. Welcome and Introductions

PRESENT: Benkert, Champagne, Darakjian, Eid, Kay, Lundberg, Pohlod

ABSENT:

ADMINISTRATION: Gamboa, Tighe

GUESTS: HOUR Media

2. Birmingham Magazine

The committee and HOUR Media team discussed the timeline for the Spring/Summer edition of the Birmingham Magazine. This edition will come out in late-April and focus on fitness, salons, gift items (Mother's Day, Father's Day and Graduation parties), men's clothing and more.

3. Social Media

The committee reviewed bids received for the BSD's Social Media Consultant. Interviews with top candidates will be held on Friday, February 1st.

NEXT MEETING: Thursday, February 14, 2019 at 8:30 a.m.

2018-19 Budget: \$150,000

Remaining balance after February vouchers: \$44,368

Magazine 2018-19 Budget: \$85,000

Remaining balance after February vouchers: \$31,752



The Shopping District

Maintenance/Capital Improvement Committee

Tuesday, January 8, 2019 at 8:00 AM

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

Staff: Tighe, Jurek, Laird, Wood

1. Welcome and Introductions

- a. PRESENT: Quintal, Ceresnie, Pohlod, Fehan
- b. ABSENT: Roberts, Wood
- c. ADMINISTRATION: Tighe, Laird, Jurek

2. Holiday decorating:

- a. **Merrill Street lighting** – Discussed that Merrill Streets lighting was installed December 16, 2018. The vendor ran out of time during his installation of lights and the BSD received a prorated price for the shortage of strings.
- b. **Downtown lights** - the City and BSD have received a lot of positive feedback on the downtown holiday lighting. Great job done by the DPS crew! (See attached email.)
- c. **Holiday tree** – the committee unanimously voted to extend the holiday tree 6 feet higher and authorized the purchase of the tree extensions, pending formal board approval. This is a sole source purchase as the current vendor has to provide the extension for the specific type and brand of tree that we have.

3. Flowers and planters in 2019:

- a. The committee will continue the current planter and flower plan used in 2018. Feedback from the committee was that the flowers and planters looked great this past year.
- b. The committee will put out a RFP for flower watering to determine if it is more cost effective to outsource some of this work.

4. DPS Appreciation party:

- a. Party will take place February 12, 2019 at 11:00 AM at DPS.

NEXT MEETING: Tuesday, February 12, 2019 at 12:00 p.m. following DPS luncheon

2018-19 Budget: \$70,000

Remaining balance after February vouchers: \$23,579

Snow removal 2018-19 Budget: \$59,000

Remaining balance after February vouchers: \$19,859

Hello all! Thanks for information regarding Restaurant Week.

Just a request that you make a big effort to keep the white holiday lights lit through Valentine's week, in the park and on the streets. I feel it is a very romantic look for our city and will welcome pedestrian business at restaurants, jewelers, and retailers while folks shop for Valentine's gifts. Even in the darkest of freezing cold winter days, love still blooms. Why not encourage those who feel it to spend their dollars in downtown Birmingham under the lights? The great amount of effort it took to put them up will pay off if they are on longer as well.

Thanks for all you do to make Birmingham so special. I've written compliments on Nextdoor App and so many folks replied. I hope you do read the app and note the many who agreed with me and the thanks that poured in! I'm happy to provide a link if needed.

Mary



The Shopping District

Business Development Committee Meeting

January 24, 2019 at 8:30 AM

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

Staff: Tighe

1. Welcome and Introductions

PRESENT: Quintal, Surnow, Hockman, Kay

ABSENT: McKenzie

ADMINISTRATION: Tighe

2. Tenant recruitment process

- a. Committee discussed 2019 recruitment strategy.
 - i. Committee unanimously agreed to augmenting Buxton data with additional retail recruitment assistance.
 - ii. Committee agreed to execute the initiatives and timeline detailed in attachment.

3. Retention and growth

- a. ZingTrain Customer Service training will take place Monday, February 11, 2019 from 8:00 AM – 12:00 PM at the Community House. This is a collaborative effort between the BSD, the Birmingham Bloomfield Chamber, the Community House, and the Baldwin Library.

NEXT MEETING: Thursday, February 28, 2019 at 8:30 AM

2018-19 Budget: \$100,000

Remaining after February vouchers: \$77,195

	2018-2019						2019-2020					
	January	February	March	April	May	June	July	August	September	October	November	December
Retention	BSD Gift Certificates											
		Professional Speaker							Professional Speaker			
		Send data to merchants										
		Parking										
Outreach		ICSC MI			ICSC Las Vegas							ICSC NYC
			Broker Round Table				Traverse City		Saugatuck			
Marketing		targeted social media campaign										
			direct mail packages					website ads			direct mail packages	
		Promote franchise opportunities					Photos, videos, design					
Incentives												
Retail Attraction		Third party assistance in retail recruiting										

Opportunity Pipeline Report February 2019

Tenant/Project Name	Stage	SF	Timeline	Next Steps
Bookstore 1	Initial Contact			Conducted call with retailer and was referred to retailer's broker for a follow-up meeting.
Children's apparel 1	Initial Contact			email and telephone follow up
Electronics 1	Initial Contact			Ingrid met at ICSC NYC - retailer looking at 2020 expansion opportunities
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
Men's shoes 1	In discussions			Talked at ICSC to discuss opportunity further.
Outdoor clothing 1	In discussions		Early 2019	Retailer interested in locating in BSD. Toured property and negotiating with property owner.
Outdoor clothing 2	In discussions		2019	Met at ICSC. Retailer evaluating information provided and BSD will follow up for follow on meeting.
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
Women's apparel 3	In discussions	2400	Interested in 2019	Interested in hosting a trunk show in 2019 to test market. Retailer looking at potential properties.
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. Retailer negotiating LOI.
Women's jewelry 2	In discussions	1400	2019	Opened first store in MI. Retailer evaluating Bham, Ann Arbor & Detroit as possible locations in 2019. Met at ICSC NYC.

SCHEDULED TO OPEN/OPENED/MOVED IN LAST 12 MONTHS

FEBRUARY 2019

Office Occupancy Rate 88%

Retail Occupancy Rate 96%

Name of Business	Property Address	Street Name	Notes	Date of notification	Scheduled to Open/Moved/Closed/Opened in last 12 months
Willow and Fernn Boutique	528	Old Woodward, North	Womens Apparel	1/8/2019	Scheduled to open
Nalu	887	Maple Road, East	Salon/Spa	12/21/2018	Scheduled to open
PRS Wireless	222	Merrill Street, East	Wholesale	12/21/2018	Scheduled to open
Luxury Bridal Rack	700	Old Woodward, North	Bridal	11/12/2018	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
110 Couture	110	Old Woodward, South	Womens Apparel	12/1/2018	Opened
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

SCHEDULED TO OPEN/OPENED/MOVED IN LAST 12 MONTHS

FEBRUARY 2019

Office Occupancy Rate 88%

Retail Occupancy Rate 96%

Name of Business	Property Address	Street Name	Notes	Date of notification	Scheduled to Open/Moved/Closed/Opened in last 12 months
White Birch	141	Maple Road, West	Women	5/31/2018	Opened
Alex Emilio Salon	730	Old Woodward, North	Salon/Spa	5/31/2018	Opened
Kohler Signature Store	724	Old Woodward, North	Specialty Retailer	3/19/2018	Opened
St. Croix Shop	268	Maple Road, West	Apparel & Accessories - 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

Structure Occupancy at 1pm Tuesday-Thursday

Available Spaces

DECEMBER 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4 Chester-20 N.O.W.-36 Park-17 Peabody-102 Pierce-131	5 Chester-49 N.O.W.-33 Park-13 Peabody-4 Pierce-27	6 Chester-16 N.O.W.-41 Park-37 Peabody-66 Pierce-61	7	8
9	10	11 Chester-56 N.O.W.-46 Park-4 Peabody-5 Pierce-23	12 Chester-28 N.O.W.-14 Park-10 Peabody-7 Pierce-75	13 Chester-163 N.O.W.-108 Park-139 Peabody-5 Pierce-93	14	15
16	17	18 Chester-71 N.O.W.-78 Park-14 Peabody-2 Pierce-2	19 Chester-132 N.O.W.-51 Park-18 Peabody-13 Pierce-121	20 Chester-92 N.O.W.-92 Park-14 Peabody-0 Pierce-62	21	22
23	24	25 Holiday-Closed	26 Chester-636 N.O.W.-481 Park-368 Peabody-124 Pierce-60	27 Chester-613 N.O.W.-387 Park-297 Peabody-153 Pierce-22	28	29
30	31	Notes:				

Pierce Structure

DECEMBER 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3 Garage not filled.	4 Garage not filled.	5 Garage not filled.	6 Garage not filled.	7 Garage not filled.	8
9	10 Garage not filled.	11 Garage not filled.	12 Garage not filled.	13 Garage not filled.	14 Garage not filled.	15
16	17 Garage not filled.	18 Garage not filled.	19 Garage not filled.	20 Garage not filled.	21 Garage not filled.	22
23	24 Garage not filled.	25 Holiday-closed	26 Garage not filled.	27 Garage not filled.	28 Garage not filled.	29
30	31	Notes:				

Park Street Structure

DECEMBER 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3 Garage not filled.	4 Garage not filled.	5 Valet-17 cars	6 Valet-14 cars	7 Valet-3 cars	8
9	10 Garage not filled.	11 Valet-21 cars	12 Valet-6 cars	13 Garage not filled.	14 Garage not filled.	15
16	17 Garage not filled.	18 Garage not filled.	19 Garage not filled.	20 Garage not filled.	21 Garage not filled.	22
23	24 Garage not filled.	25 Holiday-closed	26 Garage not filled.	27 Garage not filled.	28 Garage not filled.	29
30	31	Notes:				

N.O.W. Structure

DECEMBER 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3 Garage not filled.	4 Garage not filled.	5 Garage not filled.	6 Garage not filled.	7 Garage not filled.	8
9	10 Garage not filled.	11 Garage not filled.	12 Garage not filled.	13 Garage not filled.	14 Garage not filled.	15
16	17 Garage not filled.	18 Garage not filled.	19 Garage not filled.	20 Garage not filled.	21 Garage not filled.	22
23	24 Garage not filled.	25 Holiday-closed	26 Garage not filled.	27 Garage not filled.	28 Garage not filled.	29
30	31	Notes:				

Chester Structure

DECEMBER 2018

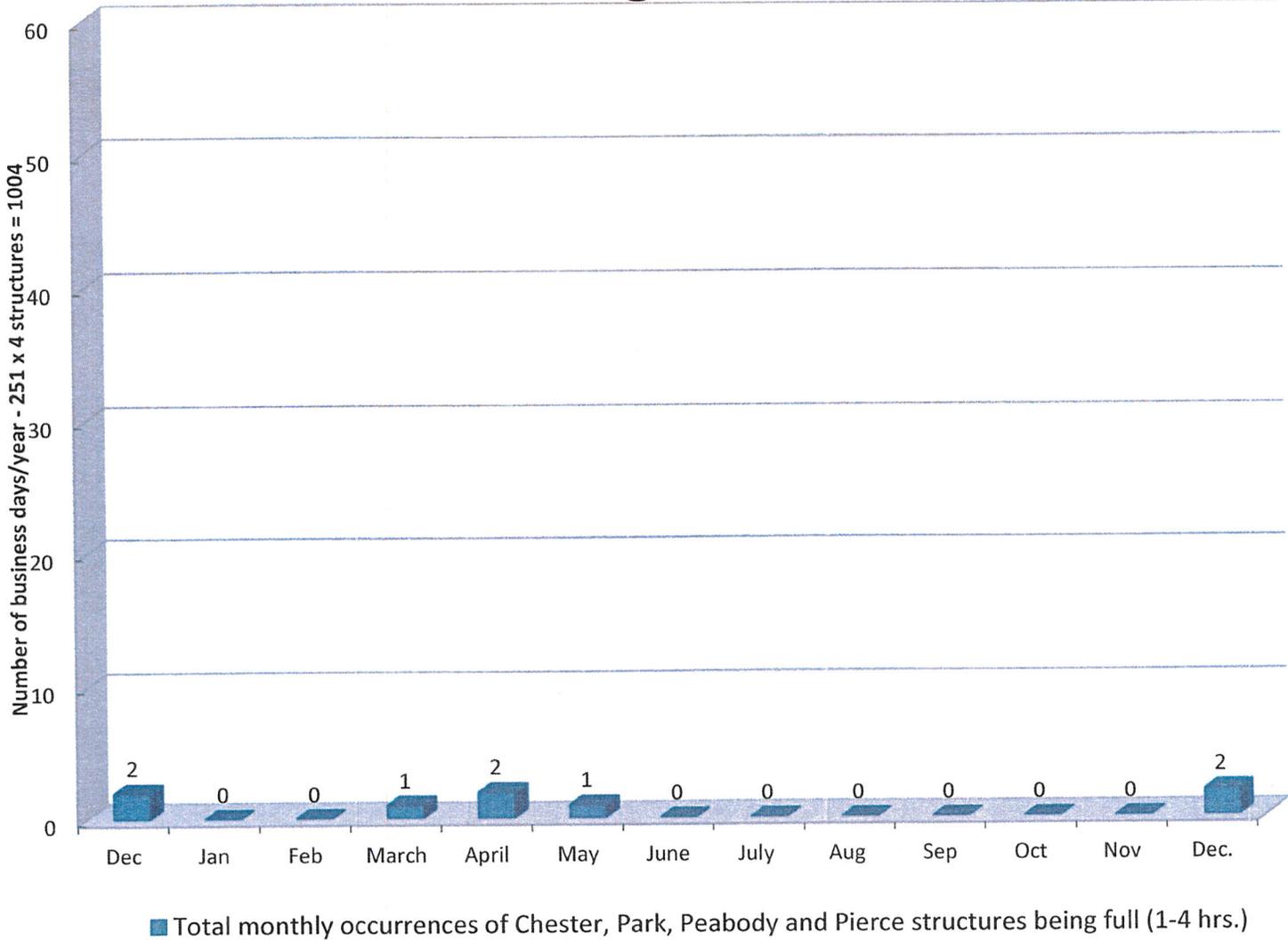
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3 Garage not filled.	4 Garage not filled.	5 Garage not filled.	6 Garage not filled.	7 Garage not filled.	8
9	10 Garage not filled.	11 Garage not filled.	12 Garage not filled.	13 Garage not filled.	14 Garage not filled.	15
16	17 Garage not filled.	18 Garage not filled.	19 Garage not filled.	20 Garage not filled.	21 Garage not filled.	22
23	24 Garage not filled.	25 Holiday-closed	26 Garage not filled.	27 Garage not filled.	28 Garage not filled.	29
30	31	Notes:				

DECEMBER 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
						1	
2	3	4	5	6	7	8	
9	10	11	12	13	14	15	
16	17 Closed:11:00am Open:11:30a	18	19	20 Closed:12:30p Open:1:15a	21	22	
23	24	25 Holiday-closed	26	27	28	29	
30	31	Notes:					

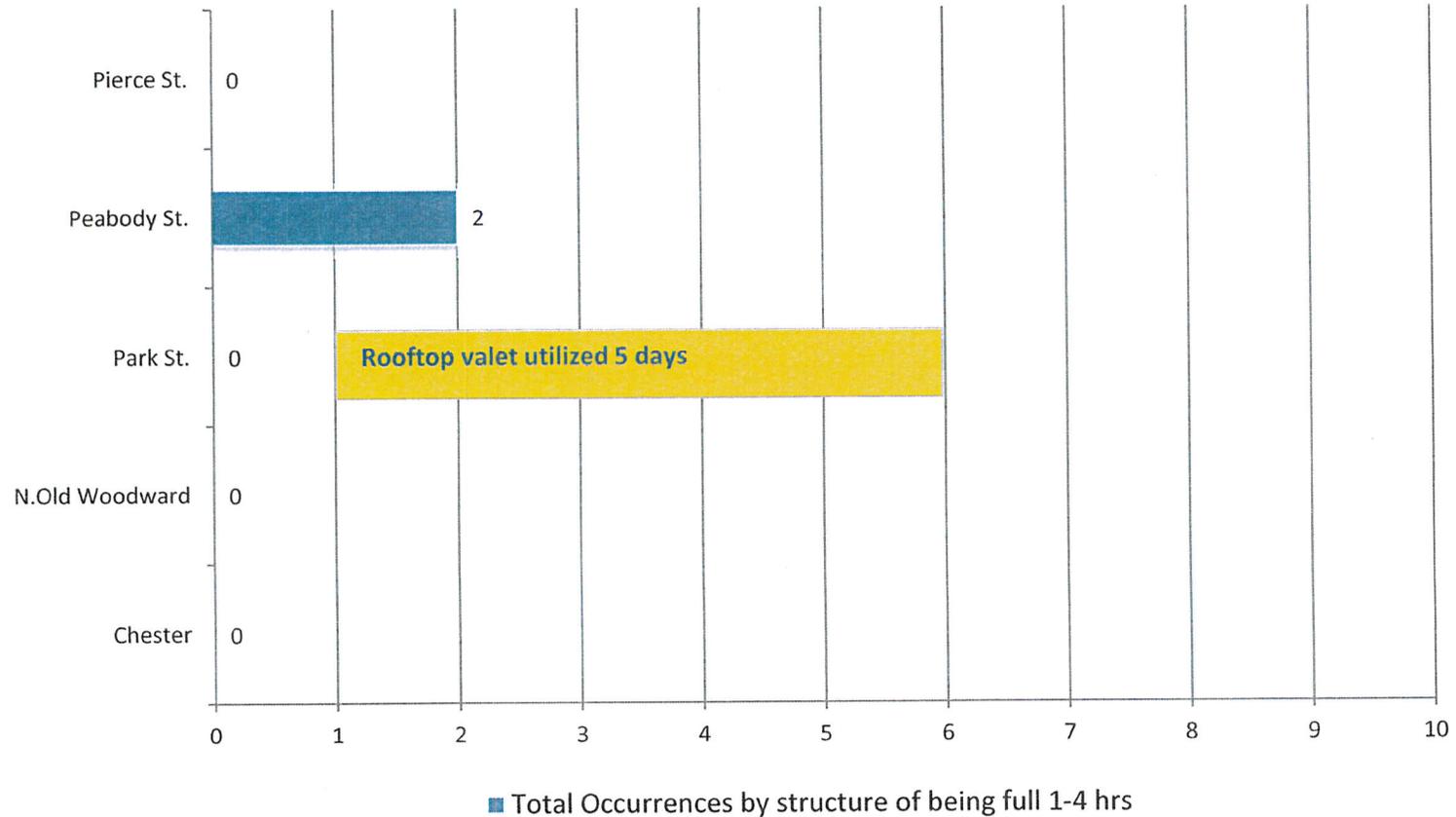
Dec. 2017 - Dec. 2018

Combined Parking Structure Full Status

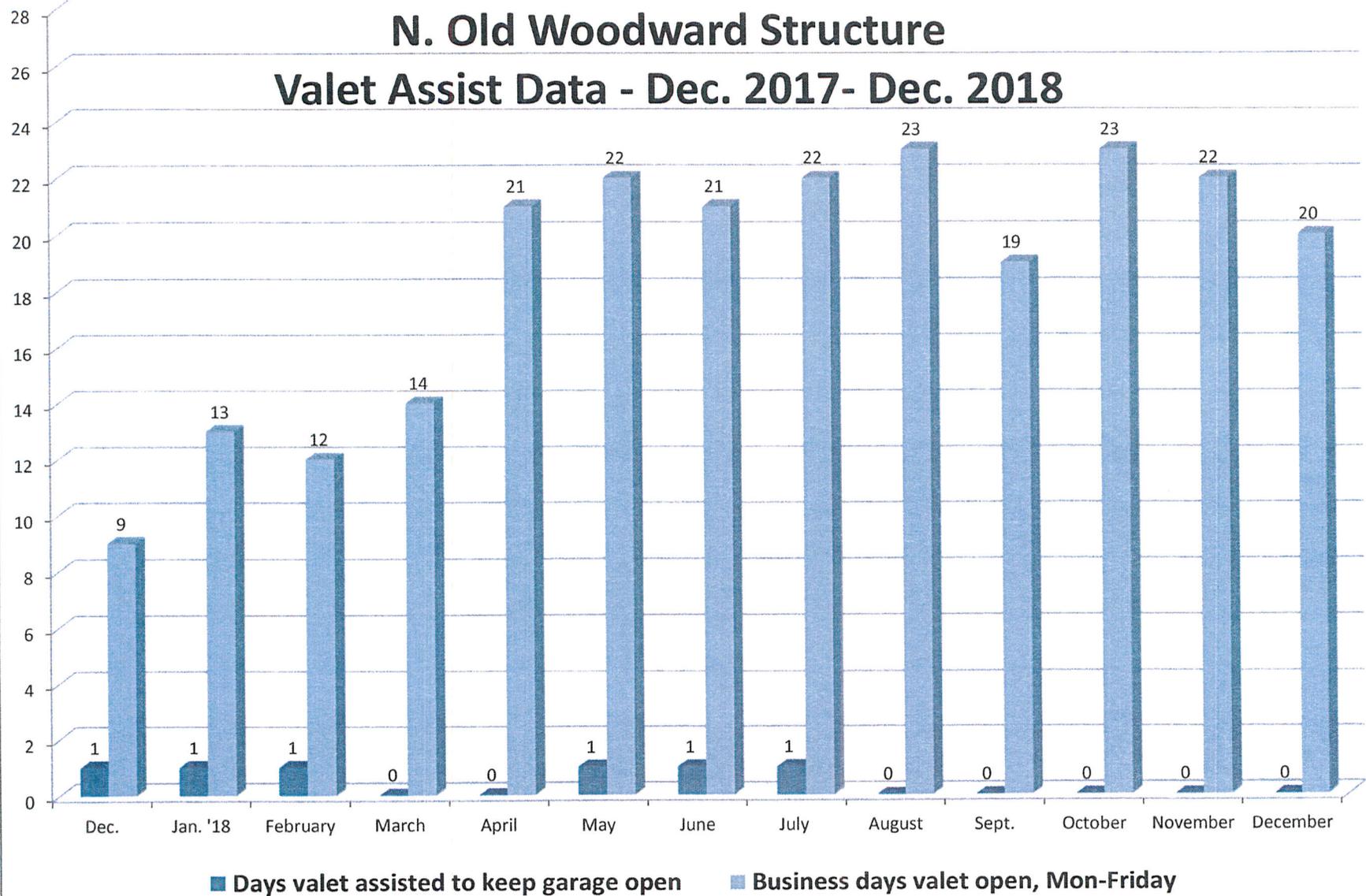


Parking Full Status by Structure

December 2018 Business Days Only (M-Friday)

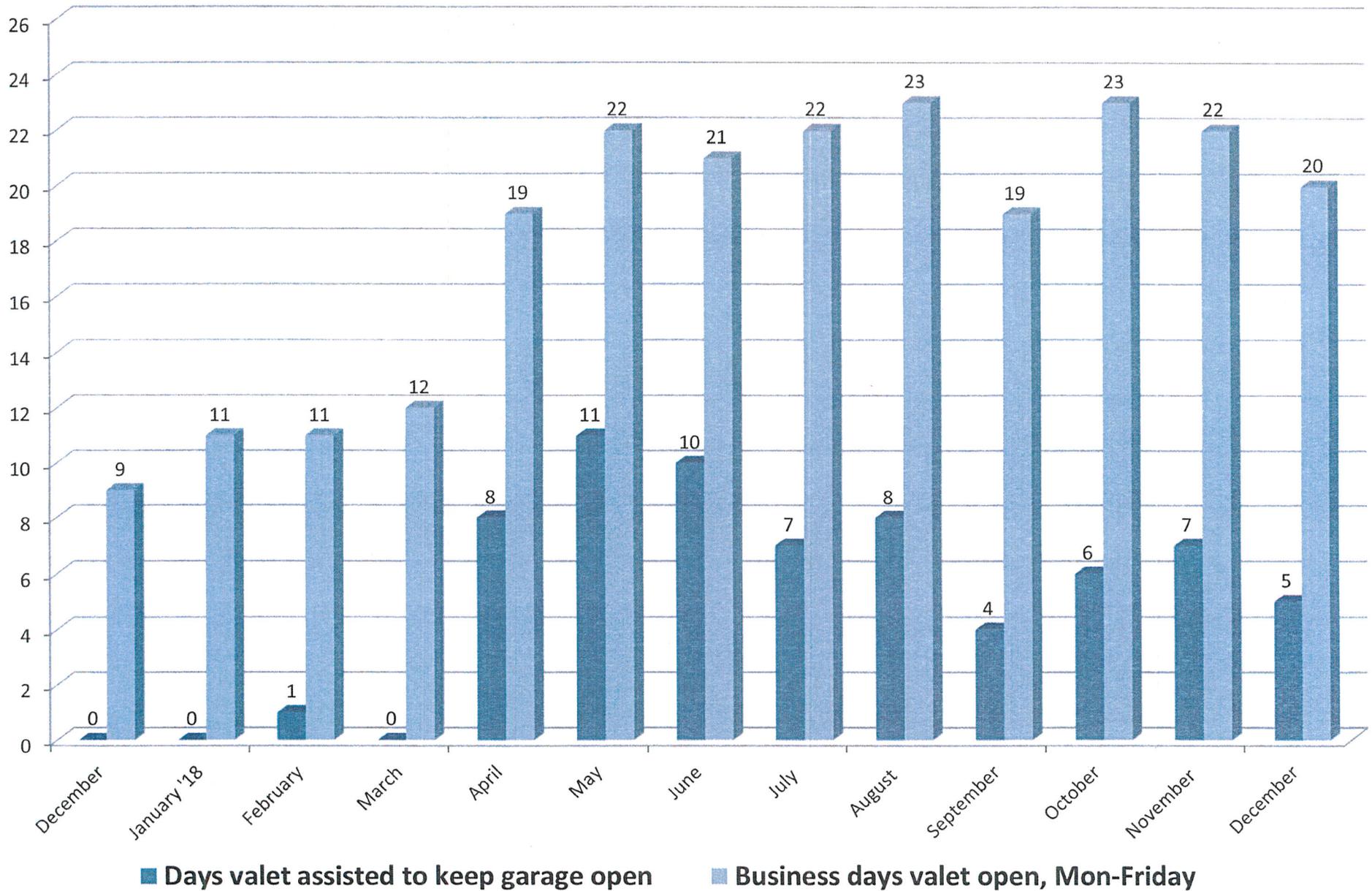


N. Old Woodward Structure Valet Assist Data - Dec. 2017- Dec. 2018



Park Street Structure

Valet Assist Data - Dec. 2017 - Dec. 2018



Birmingham Principal Shopping District Board

Voucher List For: 02/07/2019

Early Rele Vendor	Description	Account	Amount
21ST CENTURY MEDIA-MICHIGAN	HOLIDAY, WINTER MARKT AND SMALL BUSINESS SATURDAY ADVERTISING	MARKETING & ADVERTISING	751.00
ART/DESIGN GROUP LTD	ARTWORK FOR RESTAURANT WEEK AND GENERAL	MARKETING & ADVERTISING	998.75
ARTECH PRINTING INC	2ND PAGE LETTERHEAD	OPERATING SUPPLIES	110.00
BEIER HOWLETT P.C.	MISC ATTORNEY FEES	OTHER LEGAL	258.06
BIRMINGHAM BLOOMFIELD CHAMBER	FORECAST SERIES SPONSORSHIP	PUBLIC RELATIONS	1,500.00
C & G PUBLISHING INC.	RESTAURANT WEEK ADVRTISING	MARKETING & ADVERTISING	1,651.30
COMCAST SPOTLIGHT	WINTER MARKT AND HOLIDAY ADVERTISING	MARKETING & ADVERTISING	8,139.00
COSTAR REALTY INFORMATION, INC	ONLINE TENANT RECRUITMENT	TENANT RECRUITMENT	680.00
DOWNTOWN IDEA EXCHANGE	ANNUAL SUBSCRIPTION MAY 1, 2019 TO MAY 1, 2020	MEMBERSHIP & DUES	246.50
DOWNTOWN PUBLICATIONS INC	RESTAURANT WEEK AND GENERAL ADVERTISING	MARKETING & ADVERTISING	656.00
EDWARD MORYKWAS	PHOTOS FOR RESTAURANT WEEK	SPECIAL EVENTS	100.00
ENTERCOM COMMUNICATIONS CORP	HOLIDAY ADVERTISING	MARKETING & ADVERTISING	1,950.00
GAZETTE MEDIA GROUP, INC.	HOLIDAY AND RESTAURANT WEEK ADVERTISING	MARKETING & ADVERTISING	150.00
INGRID TIGHE	PROGRAM TO MAKE PURPLE FLIERS	TENANT RECRUITMENT	47.71
JAIMI BROOK	MILEAGE FOR MARKET MANAGER CERTIFICATION PROGRAM	SPECIAL EVENTS	243.60
LOGICAL SOLUTIONS ENTERPRISE INC	RESTAURANT WEEK POSTCARDS	MARKETING & ADVERTISING	458.00
NICK'S MAINTENANCE SERVICE	FEBRUARY SNOW REMOVAL	SNOW REMOVAL CONTRACT	9,908.00
OFFICE DEPOT INC	MISC OFFICE SUPPLIES	OPERATING SUPPLIES	216.43
RACHEL WINER	JANUARY 11-FEBRUARY 11 SOCIAL MEDIA MANAGEMENT	MARKETING & ADVERTISING	850.00
SIGNS-N-DESIGNS INC	RESTAURANT WEEK BANNERS	MARKETING & ADVERTISING	825.00
SP+ CORPORATION	FEBRUARY EMPLOYEE PARKING	OTHER CONTRACTUAL SERVICE	100.00
TURNER SANITATION, INC	PORTA POTTIES AT WINTER MARKT	SPECIAL EVENTS	860.00

Birmingham Principal Shopping District Board

Voucher List For: 02/07/2019

Early Rele Vendor	Description	Account	Amount
UTEC	QUARTERLY COPIER CONTRACT	EQUIPMENT MAINTENANCE	228.25
WDIV/TV4	HOLIDAY ADVERTISING	MARKETING & ADVERTISING	2,000.00
WXYZ/TV 7	WINTER MARKT ADVERTISING	MARKETING & ADVERTISING	1,100.00
* ADVENTURES IN TOYS	SBS BONUS BUCKS	MARKETING & ADVERTISING	40.00
* JAIMI BROOK	SUPPLIES FOR WINTER MARKT	SPECIAL EVENTS	349.59
* CARUSO CARUSO	SBS BONUS BUCKS	MARKETING & ADVERTISING	60.00
* EVEREVE	SBS BONUS BUCKS	MARKETING & ADVERTISING	40.00
* SCANDIA HOME	SBS BONUS BUCKS	MARKETING & ADVERTISING	20.00
* THE ITALIAN DISH	SBS BONUS BUCKS	MARKETING & ADVERTISING	60.00
* INGRID TIGHE	TRAINING	TRAINING	97.00
* VERIZON WIRELESS	INGRID AND JAIMI CELL PHONE	TELEPHONE	101.34
* ZORO'S CHRISTMAS LIGHTS	WINTER MARKT TENTS & GARLAND, SANTA HOUSE LIGHTS & TREES AND MERRILL LIGHTS	SPECIAL EVENTS	22,510.00
* KYBUN JOYA SHOES	SBS BONUS BUCKS	MARKETING & ADVERTISING	60.00
* INGRID TIGHE	AIRFARE FOR ICSC LAS VEGAS	CONFERENCES & WORKSHOPS	1,054.60
* IN-HOUSE VALET INC	VAL SERVICES 11/24 - 12/24	PARKING VALET SERVICES	13,000.00
Total:			\$ 71,420.13

Journal Entries

Home Depot – tarp & bungee cords to cover Santa House	\$ 91.61
Petty cash – misc office supplies	44.39
Petty cash – Winter Markt reimburse for tent damage	50.00
Petty cash – Santa House supplies	56.68
Paw Pal Bags	184.52
Facebook – Restaurant Weeks boosted posts	1,500.00
ICSC – Continuing education program February 14	85.00
MIFMA – Farmers market certification program for Jaimi	300.00
City of Birmingham – Cruise Event final costs	385.14
City of Birmingham – Movie Nights final costs	(650.06)
City of Birmingham – Farmers Market final costs	(72.85)
City of Birmingham – Santa House final costs	(430.15)
City of Birmingham – Winter Markt final costs	336.94
Total Journal Entries	\$ 1,881.22
TOTAL VOUCHERS AND JOURNAL ENTRIES	\$ 73,301.35
	=====

Birmingham Principal Shopping District Board

Voucher List For: 02/07/2019

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

Board Chair _____

Date _____



MEMORANDUM

DATE: February 7, 2019

TO: Birmingham Shopping District Board

FROM: Ingrid Tighe, Executive Director

SUBJECT: 8A Holiday Tree Extension

The maintenance committee unanimously voted to extend the height of the current holiday tree in Shain Park by six feet. This project entails purchasing an extension to be added to the base of the tree. In order to match the existing tree, the purchase must be sole sourced by the current vendor, Winter Green Corporation, that manufactured the tree. DPS verified that the extension will fit in the current location and also verified that the existing electrical infrastructure can support the addition. The price of the extension is \$13,950.12.

Suggested Action:

To approve the purchase of the holiday tree extension from Winter Green Corporation.



Quote

205 Curie Drive
 Alpharetta, GA 30005
 Phone: 855-942-7100
 Fax: 866-790-0253
 CustomerService@o.wintergreencorp.com

Quote Number: 1219003
 Account No: 138359
 Date: 01/07/2019
 Desired Ship Date:

Bill To:
City of Birmingham Accounting Department PO Box 3001 151 Martin Street Birmingham, MI 48012 Phone: 248-530-1820 claird@cl.birmingham.mi.us

Ship To:
City Of Birmingham Department Of Public Services Mike Jurek 851 S. Eton Birmingham, MI 48009 Phone: 248-530-1708 claird@cl.birmingham.mi.us

Salesperson	Payment Terms	Expiration Date
Mike Streb	Net 30	02/06/2019

Item No.	Description	Qty	Wholesale Price	Extended Price
79294	Giant Everest Extension 38' - 41' Trees - Giant Everest Extension 38' - 41' Trees 5mm - MulticolorLights, K	1	\$7,340.94	\$7,340.94
79290	Giant Everest Extension 35' - 38' Trees - Giant Everest Extension 35' - 38' Trees 5mm - MulticolorLights, J	1	\$6,609.18	\$6,609.18

Shipping Terms:

Orders must ship complete. If other shipping arrangements are needed, additional charges may apply.

Subtotal	\$13,950.12
Shipping & Handling	\$0.00
Sales Tax	\$0.00
Total	\$13,950.12

Memo:

Carrie, this is the quote.. it does have the wiring harness.. we can shave a little bit but not much off these prices.. Freight is not added as it will only add small amount to the order.. Can you work with these numbers.. we are placing our orders this week wit the factory .. this includes the new style lit branches

Please review quote for accuracy, sign below and return to accept.

 Authorized Signature

CITY BOARD/COMMITTEE ATTENDANCE RECORD

Name of Board: Birmingham Shopping District

Year: 2019

Members Required for Quorum: 7

MEMBER NAME	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	SPEC MTG	SPEC MTG	Total Mtgs. Att.	Total Absent	Percent Attended Available
REGULAR MEMBERS																	
Richard Astrein	P														1	0	100%
Samy Eid	P														1	0	100%
Doug Fehan	A														0	1	0%
Geoffrey Hockman	P														1	0	100%
Zachary Kay	P														1	0	100%
Amy Pohlod	P														1	0	100%
Steve Quintal	P														1	0	100%
Bill Roberts	P														1	0	100%
Judy Solomon	P														1	0	100%
Sam Surnow	A														0	1	0%
Joe Valentine	P														1	0	100%
															0	0	#DIV/0!
Reserved															0	0	#DIV/0!
Reserved															0	0	#DIV/0!
Present or Available	9	0	0	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



The Shopping District

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

BSD COMMITTEES
MONTHLY MEETING SCHEDULE
FEBRUARY 2019

<u>BSD BOARD</u>	<u>THURS 2/7 @ 8:00 AM – COMMUNITY HOUSE</u>
<u>MAINTENANCE/CAPITAL IMPROVEMENTS</u>	<u>TUESDAY 2/12 @ 12:00 PM – CITY HALL</u>
<u>SPECIAL EVENTS</u>	<u>FRIDAY 2/8 @ 8:30 AM – CITY HALL</u>
<u>MARKETING/ADVERTISING</u>	<u>THURSDAY 2/14 @8:30 AM – CITY HALL</u>
<u>BUSINESS DEVELOPMENT</u>	<u>THURSDAY 2/28 @ 8:00 AM – CITY HALL</u>
<u>EXECUTIVE</u>	<u>WEDNESDAY 2/6 @8:00 AM – CITY HALL</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).