



*The Shopping District*

**Birmingham Shopping District Agenda  
Thursday September 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 August 2, 2018
4. Board Member Comments
  - a. Harp's Lingerie recognition
  - b. Jeff Salz recognition
  - c. Dick & Beth Lilley recognition
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 – July
  - e. Chamber Report
  - f. Community House Report
6. Approval of Vouchers
7. Old Business
8. New Business
  - a. Request to Set BSD Rate and Public Hearing Dates
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, August 2, 2018 8 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, August 2, 2018, at 8:04 a.m. in The Community House.

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

**PRESENT:** Astrein, Eid, Kay, Pohlod, Quintal, Roberts, Solomon

**ABSENT:** Fehan, Hockman, Surnow, Valentine

**ALSO PRESENT:**

**ADMINISTRATION:** Tighe, Brook, Gerber

**2. RECOGNITION OF VISITORS**

Ara Darakjian, David Hoendorff, Andrew Littman

**3. APPROVAL OF MINUTES**

**MOTION:** Motion by Roberts, seconded by Pohlod to approve the minutes dated June 7, 2018.

**VOTE:** Yeas, 7 Nays, 0 Absent, 4

**4. BOARD MEMBER COMMENTS**

Astrein read a letter from Valentine letting the board know that there will be another week of work to wrap-up the Old Woodward reconstruction project by August 10<sup>th</sup>. The ribbon cutting is scheduled for 9 a.m. on Saturday, August 11<sup>th</sup>.

The parking consultant is wrapping up. A report will be given at the September meeting.

Tighe welcomed Kay to the board and recognized his continued involvement as a member of the special events and marketing committees.

**5. REPORTS**

**a. FINANCE REPORT – GERBER**

The June Year End Balance shows \$671,670 fund balance which means the BSD broke even for the year. Special assessments of \$32,596 will be rolled into taxes that will be collected over the coming year as tax payments are made.

Revenue & expenditures are at 81% of overall budgeted expenses for the year. Some cash contributions from the parking system helped. There was also a cutback on some maintenance due to the expanded construction area.

Cash flow year to date shows an overall cash balance increase of \$237,000 over the projected amount. \$160,000 contribution from APS fund cash balance will be used up a bit. There will be a separate account for valet in the future.

DPS expenses were also lower. We are doing well cash wise and fund balance wise.

Tighe will be working on what the assessment should be for the future.

**b. EXECUTIVE DIRECTOR REPORT - TIGHE**

Tighe once again welcomed Kay to the BSD board of directors. She reminded everyone that Day on the Town will be on Saturday, August 11<sup>th</sup>. She remarked that we are all looking forward to the end of construction.

**c. COMMITTEE REPORTS:**

**SPECIAL EVENTS - ASTREIN**

Astrein explained that the Birmingham Bonus Bucks (BBB) program has ended. It was very well received with about half of those distributed already being redeemed. The special events committee is considering doing a similar program for Small Business Saturday.

The winner for the Construction Art Contest has been selected and will be announced during the ribbon cutting ceremony at the start of Day on the Town which will be held on August 11<sup>th</sup>.

Some stores held their own sales on July 28<sup>th</sup>. Kay said that Found Objects had a very good day.

The Birmingham Cruise Event is moving along. Approximately 325 cars have registered to be a part of the event.

**MARKETING & ADVERTISING - POHLOD**

Pohlod said that at the last meeting the committee reviewed roles and responsibilities. They held a strategy session with HOUR to discuss the future and direction of the magazine. They would like to be focusing on a lifestyle magazine – why to come here, what you can get here – a more in depth look at the City. A direction was set for the next three magazines.

The next photo shoot will take place on August 9<sup>th</sup>. It will highlight the new streetscape.

The committee would like to work with other committees to coordinate what is in the magazine.

The next committee meeting will focus on the website. There will be a different focus each month.

Solomon commented that this sounds very positive – a great report.

Darakjian asked how many copies are printed. Tighe responded with over 50,000. Darakjian wanted to know why this is a good investment. He said that most city magazines don't succeed. He feels that the magazine should be more biopics and share more of the personalities in Birmingham.

Astrein explained that the committee has a new direction. Social media now plays a much bigger role.

Darakjian said that although it is attractive, he doesn't feel that the new BSD website does a good job of showcasing Birmingham. He thinks the opening image should be City Hall, not a model. Kay let him know that the plan is to update the images, but new pictures couldn't be taken until after road construction was completed.

Pohlod said she agreed with some of Darakjian's thoughts but explained that it can't all happen overnight. There are two years left in the magazine contract with HOUR and they will continue to analyze what is working and what is not and make appropriate changes.

Astrein suggested that further discussion would take place at the next committee meeting.

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

Quintal shared that they have walked through the newly renovated streets with Nick's Maintenance to get a quote for the larger sidewalks/bump outs. More information will be provided next month.

Astrein stated that he feels the crosswalks are a priority and that piled snow in the middle of the street will be a challenge.

Quintal explained that the contractor has a new blade that can push more snow.

Valet is still averaging around 800 cars.

Hanging baskets will remain the same. The committee is happy with the size of the new trees and that the new planters are watered automatically with sprinklers which will save money next year in labor costs.

Darakjian asked how snow will be removed. Quintal said that it will be a learning curve, but he expects that it will be piled in different parking spots each time until it can be removed.

#### **BUSINESS DEVELOPMENT - SURNOW**

The committee is continuing to work on tenant recruitment. One national retailer is very interested and three had property tours this week. The committee is working to incorporate an available properties list on the website that is more interactive and has more details.

On the retention side, there have been meetings with several retailers to share information from the consultant.

The committee is looking into recognizing more long time businesses and welcoming new businesses to town.

#### **EXECUTIVE BOARD REPORT**

No report

##### **d. PARKING REPORT**

There was no parking report

##### **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 Pohlod, seconded by Quintal to approve the vouchers, as submitted, dated July 5, 2018 and August 2, 2018.

**VOTE:** Yeas, 7 Nays, 0 Absent, 4

**7. OLD BUSINESS**

There was none.

**8. NEW BUSINESS**

a. Approval of BSD Committee application

**MOTION:** Motion by Quintal, seconded by Pohlod to approve Ara Darakjian as a member of the BSD Marketing Committee and Glenn Ceresnie as a member of the Maintenance and Capital Committee.

**VOTE:** Yeas, 7 Nays, 0 Absent, 4

**9. INFORMATION**

a. Retail Activity

b. Announcements

c. Letters, Board Attendance & Monthly Meeting Schedule

**10. PUBLIC COMMENTS**

**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	475.00
247-000.000-005.0000	CASH AND INVESTMENTS	592,236.10
247-000.000-028.0000	MISCELLANEOUS	71,836.36
247-000.000-028.9999	ALLOW FOR DOUBTFUL ACCTS.	(1,613.72)
247-000.000-048.0870	PSD DELQ SAD 2017-2018 AR	36,367.79
Total Assets		699,301.53
*** Liabilities ***		
247-000.000-200.0000	SUSPENSE ACCOUNT	180.54
247-000.000-202.0000	ACCOUNTS PAYABLE	47,903.88
247-000.000-257.0000	ACCRUED PAYROLL	245.29
247-000.000-367.0300	DEFER. INFLOWS - MISCELLANEOUS INV	70,972.64
247-000.000-367.0800	DEFER. INFLOWS - DELQ SPECIAL ASSE	36,367.79
Total Liabilities		155,670.14
*** 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		(19,316.27)
*17-18 End FB/18-19 Beg FB		630,014.06
Net of Revenues VS Expenditures - Current Year		(86,382.67)
Ending Fund Balance		543,631.39
Total Liabilities And Fund Balance		699,301.53

\* Year Not Closed

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## REVENUE AND EXPENDITURE REPORT

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PERIOD ENDING 07/31/2018

% Fiscal Year Completed: 8.49

GL NUMBER	DESCRIPTION	2018-19	2018-19	YTD BALANCE	ENCUMBERED	UNENCUMBERED	% BDGT
		ORIGINAL BUDGET	AMENDED BUDGET	07/31/2018	YEAR-TO-DATE	BALANCE	USED
Fund 247 - PRINCIPAL SHOPPING DISTRICT							
Revenues							
Dept 000.000							
INTEREST AND RENT							
247-000.000-664.0000	INVESTMENT INCOME	6,390.00	6,390.00	0.00	0.00	6,390.00	0.00
INTEREST AND RENT		6,390.00	6,390.00	0.00	0.00	6,390.00	0.00
SPECIAL ASSESSMENTS							
247-000.000-672.0247	FUTURE SPECIAL ASSESSEMENTS - P.	879,450.00	879,450.00	0.00	0.00	879,450.00	0.00
247-000.000-672.0870	PSD SPECIAL ASSESS REV 17-18 #8	17,850.00	17,850.00	0.00	0.00	17,850.00	0.00
SPECIAL ASSESSMENTS		897,300.00	897,300.00	0.00	0.00	897,300.00	0.00
OTHER REVENUE							
247-000.000-676.0001	CONTR FROM PRIVATE SOURCE	190,000.00	190,000.00	17,229.00	0.00	172,771.00	9.07
OTHER REVENUE		190,000.00	190,000.00	17,229.00	0.00	172,771.00	9.07
Total Dept 000.000		1,093,690.00	1,093,690.00	17,229.00	0.00	1,076,461.00	1.58
TOTAL REVENUES		1,093,690.00	1,093,690.00	17,229.00	0.00	1,076,461.00	1.58
Expenditures							
Dept 298.000 - PUBLIC RELATIONS							
PERSONNEL SERVICES							
247-298.000-702.0001	SALARIES & WAGES DIRECT	28,590.00	28,590.00	1,099.47	0.00	27,490.53	3.85
247-298.000-702.0003	LONGEVITY	450.00	450.00	0.00	0.00	450.00	0.00
247-298.000-706.0001	FICA	2,230.00	2,230.00	79.48	0.00	2,150.52	3.56
247-298.000-706.0002	HOSPITALIZATION	11,090.00	11,090.00	213.07	0.00	10,876.93	1.92
247-298.000-706.0007	WORKER'S COMPENSATION	100.00	100.00	2.56	0.00	97.44	2.56
247-298.000-706.0012	RETIREMNT-DEF CONTR EMPLR	2,620.00	2,620.00	98.94	0.00	2,521.06	3.78
247-298.000-706.0013	RET HLTH SVGS CONTR EMPLR	690.00	690.00	35.00	0.00	655.00	5.07
PERSONNEL SERVICES		45,770.00	45,770.00	1,528.52	0.00	44,241.48	3.34
Total Dept 298.000 - PUBLIC RELATIONS		45,770.00	45,770.00	1,528.52	0.00	44,241.48	3.34
Dept 441.005 - DOWNTOWN MAINTENANCE							
PERSONNEL SERVICES							
247-441.005-702.0001	SALARIES & WAGES DIRECT	49,870.00	49,870.00	1,523.45	0.00	48,346.55	3.05
247-441.005-702.0002	OVERTIME PAY	22,350.00	22,350.00	2,331.53	0.00	20,018.47	10.43
247-441.005-702.0003	LONGEVITY	370.00	370.00	0.00	0.00	370.00	0.00
247-441.005-706.0001	FICA	5,370.00	5,370.00	288.33	0.00	5,081.67	5.37
247-441.005-706.0002	HOSPITALIZATION	10,640.00	10,640.00	581.59	0.00	10,058.41	5.47
247-441.005-706.0003	LIFE INSURANCE	190.00	190.00	9.40	0.00	180.60	4.95
247-441.005-706.0004	RETIRE CONTRIB HEALTH	11,870.00	11,870.00	167.66	0.00	11,702.34	1.41
247-441.005-706.0005	DENTAL/OPTICAL	1,170.00	1,170.00	59.01	0.00	1,110.99	5.04
247-441.005-706.0006	LT/ST DISABILITY	510.00	510.00	27.20	0.00	482.80	5.33
247-441.005-706.0007	WORKER'S COMPENSATION	1,340.00	1,340.00	41.27	0.00	1,298.73	3.08
247-441.005-706.0010	RETIREMENT EMPLOYER CNTB	7,880.00	7,880.00	288.04	0.00	7,591.96	3.66
247-441.005-706.0011	HRA BENEFIT	100.00	100.00	0.00	0.00	100.00	0.00
247-441.005-706.0012	RETIREMNT-DEF CONTR EMPLR	1,530.00	1,530.00	65.32	0.00	1,464.68	4.27
247-441.005-706.0013	RET HLTH SVGS CONTR EMPLR	930.00	930.00	59.69	0.00	870.31	6.42

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## REVENUE AND EXPENDITURE REPORT

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PERIOD ENDING 07/31/2018

% Fiscal Year Completed: 8.49

GL NUMBER	DESCRIPTION	2018-19 ORIGINAL BUDGET	2018-19 AMENDED BUDGET	YTD BALANCE 07/31/2018	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 247 - PRINCIPAL SHOPPING DISTRICT							
Expenditures							
PERSONNEL SERVICES		114,120.00	114,120.00	5,442.49	0.00	108,677.51	4.77
OTHER CHARGES							
247-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	43,000.00	43,000.00	2,592.77	0.00	40,407.23	6.03
OTHER CHARGES		43,000.00	43,000.00	2,592.77	0.00	40,407.23	6.03
Total Dept 441.005 - DOWNTOWN MAINTENANCE							
		157,120.00	157,120.00	8,035.26	0.00	149,084.74	5.11
Dept 748.000 - PRINCIPAL SHOPPING DISTRICT							
PERSONNEL SERVICES							
247-748.000-702.0001	SALARIES & WAGES DIRECT	197,920.00	197,920.00	8,481.79	0.00	189,438.21	4.29
247-748.000-706.0001	FICA	15,150.00	15,150.00	642.10	0.00	14,507.90	4.24
247-748.000-706.0002	HOSPITALIZATION	43,930.00	43,930.00	2,040.09	0.00	41,889.91	4.64
247-748.000-706.0003	LIFE INSURANCE	950.00	950.00	36.17	0.00	913.83	3.81
247-748.000-706.0004	RETIRE CONTRIB HEALTH	5,620.00	5,620.00	0.00	0.00	5,620.00	0.00
247-748.000-706.0005	DENTAL/OPTICAL	1,850.00	1,850.00	70.96	0.00	1,779.04	3.84
247-748.000-706.0006	LT/ST DISABILITY	820.00	820.00	31.16	0.00	788.84	3.80
247-748.000-706.0007	WORKER'S COMPENSATION	630.00	630.00	32.15	0.00	597.85	5.10
247-748.000-706.0010	RETIREMENT EMPLOYER CNTB	2,340.00	2,340.00	0.00	0.00	2,340.00	0.00
247-748.000-706.0012	RETIREMNT-DEF CONTR EMPLR	8,110.00	8,110.00	311.54	0.00	7,798.46	3.84
247-748.000-706.0013	RET HLTH SVGS CONTR EMPLR	1,820.00	1,820.00	70.00	0.00	1,750.00	3.85
PERSONNEL SERVICES		279,140.00	279,140.00	11,715.96	0.00	267,424.04	4.20
OTHER CHARGES							
247-748.000-801.0200	OTHER LEGAL	3,000.00	3,000.00	117.30	0.00	2,882.70	3.91
247-748.000-802.0100	AUDIT	750.00	750.00	0.00	0.00	750.00	0.00
247-748.000-811.0000	OTHER CONTRACTUAL SERVICE	20,000.00	20,000.00	100.00	0.00	19,900.00	0.50
247-748.000-828.0300	PARKING VALET SERVICES	0.00	0.00	18,547.00	0.00	(18,547.00)	100.00
247-748.000-829.0100	SNOW REMOVAL CONTRACT	59,000.00	59,000.00	0.00	0.00	59,000.00	0.00
247-748.000-829.0200	WEB SITE MAINTENANCE	5,500.00	5,500.00	0.00	0.00	5,500.00	0.00
247-748.000-851.0000	TELEPHONE	1,750.00	1,750.00	0.00	0.00	1,750.00	0.00
247-748.000-901.0400	MARKETING & ADVERTISING	125,000.00	125,000.00	8,990.01	0.00	116,009.99	7.19
247-748.000-901.0500	PUBLIC RELATIONS	10,000.00	10,000.00	1,500.00	0.00	8,500.00	15.00
247-748.000-903.0000	TENANT RECRUITMENT	100,000.00	100,000.00	680.00	0.00	99,320.00	0.68
247-748.000-904.0000	PRINTING PSD MAGAZINE	85,000.00	85,000.00	0.00	0.00	85,000.00	0.00
247-748.000-909.0000	SPECIAL EVENTS	200,000.00	200,000.00	51,916.33	0.00	148,083.67	25.96
247-748.000-933.0200	EQUIPMENT MAINTENANCE	1,200.00	1,200.00	243.04	0.00	956.96	20.25
247-748.000-935.0200	MAINTENANCE SHOPPING DIST	70,000.00	70,000.00	224.06	0.00	69,775.94	0.32
247-748.000-942.0000	COMPUTER EQUIPMENT RENTAL	18,160.00	18,160.00	0.00	0.00	18,160.00	0.00
247-748.000-944.0000	BUILDING OR FACILITY RENT	12,000.00	12,000.00	0.00	0.00	12,000.00	0.00
247-748.000-955.0100	TRAINING	1,000.00	1,000.00	0.00	0.00	1,000.00	0.00
247-748.000-955.0300	MEMBERSHIP & DUES	1,600.00	1,600.00	0.00	0.00	1,600.00	0.00
247-748.000-955.0400	CONFERENCES & WORKSHOPS	3,000.00	3,000.00	0.00	0.00	3,000.00	0.00
247-748.000-957.0400	LIAB INSURANCE PREMIUMS	4,500.00	4,500.00	0.00	0.00	4,500.00	0.00
OTHER CHARGES		721,460.00	721,460.00	82,317.74	0.00	639,142.26	11.41
SUPPLIES							
247-748.000-727.0000	POSTAGE	3,000.00	3,000.00	0.00	0.00	3,000.00	0.00
247-748.000-729.0000	OPERATING SUPPLIES	3,500.00	3,500.00	14.19	0.00	3,485.81	0.41
SUPPLIES		6,500.00	6,500.00	14.19	0.00	6,485.81	0.22

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REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 07/31/2018

% Fiscal Year Completed: 8.49

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GL NUMBER	DESCRIPTION	2018-19 ORIGINAL BUDGET	2018-19 AMENDED BUDGET	YTD BALANCE 07/31/2018	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 247 - PRINCIPAL SHOPPING DISTRICT Expenditures							
Total Dept 748.000 - PRINCIPAL SHOPPING DISTRICT		1,007,100.00	1,007,100.00	94,047.89	0.00	913,052.11	9.34
TOTAL EXPENDITURES		1,209,990.00	1,209,990.00	103,611.67	0.00	1,106,378.33	8.56
Fund 247 - PRINCIPAL SHOPPING DISTRICT:							
TOTAL REVENUES		1,093,690.00	1,093,690.00	17,229.00	0.00	1,076,461.00	1.58
TOTAL EXPENDITURES		1,209,990.00	1,209,990.00	103,611.67	0.00	1,106,378.33	8.56
NET OF REVENUES & EXPENDITURES		(116,300.00)	(116,300.00)	(86,382.67)	0.00	(29,917.33)	74.28



PRINCIPAL SHOPPING DISTRICT  
CASH FLOW  
FOR THE MONTH OF JULY 2018

	<u>DESCRIPTION</u>	<u>PROJECTED</u>	<u>ACTUAL</u>	<u>VARIANCE</u>
	BEGINNING CASH BALANCE	\$ 687,840	\$ 687,840	\$ -
	CASH RECEIPTS:			
	Special Assessments	3,270	-	(3,270)
	Interest Income	720	-	(720)
	Special Event Revenue	<u>7,450</u>	<u>17,979</u>	<u>10,529</u>
	Sub-total cash receipts	11,440	17,979	6,539
	CASH DISBURSEMENTS:			
	OFFICE DISBURSEMENTS			
	PSD Personnel Costs	21,470	23,354	(1,884)
727.0000	Postage	-	-	-
729.0000	Supplies	390	76	314
801.0200	Legal	250	59	191
802.0100	Audit	-	-	-
811.0000	Other Contractual Service	90	100	(10)
933.0200	Equipment Maintenance	-	-	-
851.0000	Telephone	140	101	39
955.0100	Training	80	-	80
955.0300	Memberships & Dues	-	-	-
955.0400	Conferences & Workshops	-	69	(69)
942.0000	Computer Equipment Rental	1,510	-	1,510
957.0400	Liability Insurance	375	-	375
944.0000	Building Rent	<u>1,000</u>	<u>-</u>	<u>1,000</u>
	Sub-total Office Disbursements	25,305	23,759	1,546
	PROGRAM DISBURSEMENTS			
	DPS Downtown Maintenance	7,850	12,323	(4,473)
	Promotion Personnel Costs	3,520	2,972	548
828.03	Valet Services	32,500	32,597	(97)
829.0100	Snow Removal	-	-	-
935.0200	Maintenance PSD	-	1,929	(1,929)
901.0400	Marketing & Advertising	21,250	22,526	(1,276)
901.0500	Public Relations	-	1,500	(1,500)
903.0000	Tenant Recruitment	8,330	1,383	6,947
909.0000	Special Events	27,000	14,294	12,706
904.0000	PSD Magazine	-	-	-
829.0200	Web Site Maintenance	<u>350</u>	<u>300</u>	<u>50</u>
	Sub-total Program Disbursements	<u>100,800</u>	<u>89,824</u>	<u>10,976</u>
	Total Disbursements	126,105	113,583	12,522
	INCREASE (DECREASE) IN CASH BALANCE	<u>(114,665)</u>	<u>(95,604)</u>	<u>19,061</u>
	ENDING CASH BALANCE	<u>\$ 573,175</u>	<u>\$ 592,236</u>	<u>\$ 19,061</u>

PRINCIPAL SHOPPING DISTRICT  
ACTUAL CASH FLOW  
FOR THE ONE MONTH ENDED JULY 2018

DESCRIPTION	PROJECTED	ACTUAL	VARIANCE
BEGINNING CASH BALANCE	\$ 687,840	\$ 687,840	\$ -
CASH RECEIPTS:			
Special Assessments	3,270	-	(3,270)
Interest Income	720	-	(720)
Special Event Revenue	<u>7,450</u>	<u>17,979</u>	<u>10,529</u>
Sub-total cash receipts	11,440	17,979	6,539
CASH DISBURSEMENTS:			
OFFICE DISBURSEMENTS			
PSD Personnel Costs	21,470	23,354	(1,884)
727.0000 Postage	-	-	-
729.0000 Supplies	390	76	314
801.0200 Legal	250	59	191
802.0100 Audit	-	-	-
811.0000 Other Contractual Service	90	100	(10)
933.0200 Equipment Maintenance	-	-	-
851.0000 Telephone	140	101	39
955.0100 Training	80	-	80
955.0300 Memberships & Dues	-	-	-
955.0400 Conferences & Workshops	-	69	(69)
942.0000 Computer Equipment Rental	1,510	-	1,510
957.0400 Liability Insurance	375	-	375
944.0000 Building Rent	<u>1,000</u>	<u>-</u>	<u>1,000</u>
Sub-total Office Disbursements	25,305	23,759	1,546
PROGRAM DISBURSEMENTS			
DPS Downtown Maintenance	7,850	12,323	(4,473)
Promotion Personnel Costs	3,520	2,972	548
828.03 Valet Services	32,500	32,597	(97)
829.0100 Snow Removal	-	-	-
935.0200 Maintenance PSD	-	1,929	(1,929)
901.0400 Marketing & Advertising	21,250	22,526	(1,276)
901.0500 Public Relations	-	1,500	(1,500)
903.0000 Tenant Recruitment	8,330	1,383	6,947
909.0000 Special Events	27,000	14,294	12,706
904.0000 PSD Magazine	-	-	-
829.0200 Web Site Maintenance	<u>350</u>	<u>300</u>	<u>50</u>
Sub-total Program Disbursements	<u>100,800</u>	<u>89,824</u>	<u>10,976</u>
Total Disbursements	126,105	113,583	12,522
INCREASE (DECREASE) IN CASH BALANCE	<u>(114,665)</u>	<u>(95,604)</u>	<u>19,061</u>
ENDING CASH BALANCE	<u>\$ 573,175</u>	<u>\$ 592,236</u>	<u>\$ 19,061</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	687,840	592,236	548,331	505,126	402,731	346,636	200,611	502,656	866,711	804,906	754,801	644,866	687,840
CASH RECEIPTS:													
2017 Assessment	-	18,550	2,910	-	-	1,090	2,910	-	-	-	13,700	-	39,160
2018 Assessment	-	-	-	-	-	43,970	395,750	430,930	8,800	-	-	-	879,450
Special Assessments	-	18,550	2,910	-	-	45,060	398,660	430,930	8,800	-	13,700	-	918,610
Interest Income	-	600	550	510	400	340	190	510	890	820	770	650	6,230
Special Event Revenue	17,979	61,950	22,400	19,270	25,260	5,610	370	2,130	10,280	15,000	4,120	12,160	196,529
Sub-total cash receipts	17,979	81,100	25,860	19,780	25,660	51,010	399,220	433,570	19,970	15,820	18,590	12,810	1,121,369
CASH DISBURSEMENTS:													
OFFICE DISBURSEMENTS													
PSD Personnel Costs	23,354	32,220	21,470	21,470	21,470	21,470	32,220	21,470	21,470	21,470	21,470	21,470	281,024
727.00 Postage	-	-	400	400	400	400	-	-	-	400	400	600	3,000
729.00 Supplies	76	280	310	280	280	280	280	280	280	280	280	280	3,186
801.02 Legal	59	250	250	250	250	250	250	250	250	250	250	250	2,809
802.01 Audit	-	-	330	330	-	90	-	-	-	-	-	-	750
811.00 Other Contractual Service	100	90	90	90	90	90	90	90	90	90	90	90	1,090
933.02 Equipment Maintenance	-	-	300	-	-	300	-	-	300	-	-	300	1,200
851.00 Telephone	101	150	140	150	140	150	140	150	140	150	150	150	1,711
955.01 Training	-	80	90	80	80	90	80	80	90	80	80	90	920
955.03 Memberships & Dues	-	80	320	-	400	-	130	30	-	270	370	-	1,600
955.04 Conferences & Workshops	69	1,250	-	-	-	300	700	250	-	-	400	100	3,069
942.00 Computer Equipment Rental	-	1,510	1,510	1,510	1,510	1,510	1,510	1,510	1,510	1,510	1,510	1,550	16,650
957.04 Liability Insurance	-	375	375	375	375	375	375	375	375	375	375	375	4,125
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	11,000
Sub-total Office Disbursements	23,759	37,285	26,585	25,935	25,995	26,305	36,775	25,485	25,505	25,875	26,375	26,255	332,134
PROGRAM DISBURSEMENTS													
DPS Downtown Maintenance	12,323	26,710	17,280	14,140	7,860	9,430	11,000	7,860	12,570	11,000	7,850	23,570	161,593
Promotion Personnel Costs	2,972	5,280	3,520	3,520	3,520	3,520	5,290	3,520	3,520	3,520	3,520	3,520	45,222
828.03 Valet Services	32,597	26,000	-	-	-	-	-	-	-	-	-	-	58,597
829.01 Snow Removal	-	-	-	-	9,400	9,400	9,400	15,400	15,400	-	-	-	59,000
935.02 Maintenance PSD	1,929	1,400	2,100	10,500	-	14,700	280	420	9,800	11,200	9,800	9,800	71,929
901.04 Marketing & Advertising	22,526	5,000	6,250	3,750	10,000	31,250	15,000	7,500	5,000	5,000	10,000	5,000	126,276
901.05 Public Relations	1,500	1,000	1,000	1,000	1,000	1,000	1,000	1,000	-	1,000	1,000	1,000	11,500
903.00 Tenant Recruitment	1,383	8,330	8,330	8,330	8,330	8,330	8,330	8,330	8,330	8,330	8,330	8,370	93,053
909.00 Special Events	14,294	14,000	4,000	24,000	14,000	62,000	10,000	-	-	-	37,000	8,000	187,294
904.00 PSD Magazine	-	-	-	31,000	-	31,000	-	-	-	-	23,000	-	85,000
829.02 Web Site Maintenance	300	-	-	-	1,650	100	100	-	1,650	-	1,650	-	5,450
Sub-total Program Disbursements	89,824	87,720	42,480	96,240	55,760	170,730	60,400	44,030	56,270	40,050	102,150	59,260	904,914
Total Disbursements	113,583	125,005	69,065	122,175	81,755	197,035	97,175	69,515	81,775	65,925	128,525	85,515	1,237,048
INCREASE (DECREASE) IN CASH BALANCE	(95,604)	(43,905)	(43,205)	(102,395)	(56,095)	(146,025)	302,045	364,055	(61,805)	(50,105)	(109,935)	(72,705)	(115,679)
ENDING CASH BALANCE	592,236	548,331	505,126	402,731	346,636	200,611	502,656	866,711	804,906	754,801	644,866	572,161	572,161



## Special Events Committee

### September Report

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

**Staff:** Tighe, Brook, Yerks

**1. No meeting was held in August**

**2. Construction**

**Birmingham Bonus Bucks Update**

- Approximately \$47,000 worth of BBBs have been turned in by merchants for reimbursement (as of 8/27/18).
- The committee is pleased with the program and would like to see about possibly doing something similar for Small Business Saturday.

- **Birmingham Construction Art Contest Update**

- The winning artist was recognized at the Old Woodward Ribbon Cutting Ceremony and the winning art is being displayed on Old Woodward in front of the Birmingham 8.

**3. Day on the Town**

- Day on the Town was held on Saturday, August 11<sup>th</sup> and was a very successful event.
- The day started with the City's Ribbon Cutting Ceremony for Old Woodward.
- Approximately 70 merchants participated.

**4. Birmingham Cruise Event**

- The Birmingham Cruise Event was held on August 18<sup>th</sup> in conjunction with the Woodward Dream Cruise.
- Approximately 350 cars participated in the event this year.
- Chevy, WXYZ and WOMC returned as sponsors. New sponsors this year included Auto Palace, Nowicki Auto Sport and McDonald's.
- Approximately 70 volunteers, led by Dick Lilley and Jeff Salz, helped to make this event a success.

**5. Movie Night**

- *The Incredibles* was shown at Booth Park on August 24<sup>th</sup>.
- The event featured kids dressed as superheroes and appearances by Spiderman and Wonder Woman.

**6. Farmers Market**

- The Corn Festival, held on August 12<sup>th</sup>, hosted 60 vendors and had over 3,800 attendees to the Farmers Market.
- Harvest Festival will be held on September 16<sup>th</sup>.

**NEXT MEETING: Friday, September 14, 2018 at 8:30 a.m.**

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

**Remaining balance after August vouchers: \$167,058**



*The Shopping District*

## **Marketing & Advertising Committee Meeting**

**August 9, 2018**

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

**Staff:** Tighe, Gamboa

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

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

ABSENT: Champagne

ADMINISTRATION: Gamboa, Tighe

VISITORS: HOUR Media Team, Quintal

### **2. Birmingham Magazine**

The Marketing Committee and HOUR Media team discussed plans for the winter edition of the Birmingham Magazine. A lifestyle theme will continue to be incorporated into the magazine. HOUR Media presented different ideas for each section of the magazine. The committee discussed each idea and made their selections. Features will include: wine, highlighting a business with a special anniversary, holiday gift guide, beauty products, candles and more. The winter edition will come out mid-November.

**NEXT MEETING: Thursday, September 13, 2018 at 8:00 a.m.**

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

**Remaining balance after August vouchers: \$120,279**

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

**Remaining balance after August vouchers: \$85,000**





## **Maintenance/Capital Improvement Committee**

**August 14, 2018**

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

**Staff: Tighe, Jurek, Laird, Wood**

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

PRESENT: Quintal, Roberts, Ceresnie, Pohlod, Fehan

ABSENT:

ADMINISTRATION: Tighe, Wood, Laird, Jurek

### **2. Sidewalk Snow Removal**

- Nick's Maintenance provided a quote for the cost to remove snow on newly added bump outs at major intersections in downtown.

### **3. Holiday Decorations**

- Committee is evaluating different quotes for the holiday lighting on Merrill Street.

### **4. Hanging baskets and planters**

- The committee determined hanging baskets plan will remain the same for next season after construction concludes.
- The committee would like to re-deploy some planters next year now that built-in planters have been added to the newly constructed downtown.

### **5. Old Woodward Construction Valet**

- Valet parking averaged over 800 cars per week at the 4 valet stands.
- The City is piloting 2 valet stands at Hamilton Row and also Old Woodward charging \$5 for the first 2 hours and \$5/hour every hour thereafter.

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

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

**Remaining balance after August vouchers: \$63,279**

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

**Remaining balance after August vouchers: \$59,000**



*The Shopping District*

## **Business Development Committee Meeting**

**August 22, 2018 at 8:30 AM**

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

**Staff: Tighe**

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

PRESENT: Surnow, Hockman, Quintal

ABSENT: none

ADMINISTRATION: Tighe

### **2. Tenant recruitment**

a. **Pipeline report** - Committee reviewed the retail pipeline report.

b. **Available properties/Website** – Website vendor is working to incorporate interactive map into website.

### **3. Business Retention**

a. **Buxton Reports** – BSD continues to meet with retailers to provide individual data to assist stores with their growth.

b. **Recognition of Business** – Committee is recognizing long-standing businesses at board and merchant meetings and also welcoming new businesses.

c. **Small Business Saturday** – BD committee would like to work with the events and marketing committees on the possibility of BBBs on Small Business Saturday.

### **4. Occupancy Rates**

a. The committee learned how occupancy rates are calculated every month.

**NEXT MEETING: Wednesday, September 18, 2018 at 8:30 a.m.**

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

**Remaining after August vouchers: \$92,193**

## Opportunity Pipeline Report September 2018

Tenant/Project Name	Stage	SF	Timeline	Next Steps
<b>Bookstore 1</b>	<b>Initial Contact</b>			<b>Provided BSD information to retailer at ICSC.</b>
Children's apparel 1	Initial Contact			email and telephone follow up
Electronics 1	Initial Contact			email and telephone follow up
Eyeglass 1	Initial Contact			email and telephone follow up
Eyeglass 2	Initial Contact			email and telephone follow up
Furniture 1	Initial Contact			email and telephone follow up
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
<b>Men's shoes 1</b>	<b>In discussions</b>			<b>Talked at ICSC to discuss opportunity further.</b>
<b>Outdoor clothing 1</b>	<b>In discussions</b>		<b>Late 2018/Early 2019</b>	<b>Met at ICSC. Retailer interested in BSD. Broker evaluating available properties.</b>
<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 Fall 2018 to test market. Will reach out in May with proposed dates, locations, and possible philanthropic partner organizations.</b>
Women's apparel 4	Initial Contact			email and telephone follow up
Women's athletic apparel 1	Initial Contact			email and telephone follow up
<b>Women's jewelry 1</b>	<b>In discussions</b>		<b>Late 2018/Early 2019</b>	<b>In-person meeting conducted. Very interested in opening a store in BSD. Retailer toured vacant properties.</b>
<b>Women's jewelry 2</b>	<b>In discussions</b>	<b>1400</b>	<b>2019</b>	<b>Opening first store in MI in undisclosed location. Retailer open to discussions about BSD as possible location in 2019.</b>



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

**SEPTEMBER 2018**

Office Occupancy Rate 89%

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>
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
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
ecoATM	685	Maple Road, East	Cash for old electronics	8/10/2018	Scheduled to open
Kybun Joya Shoes	286	Maple Road, West	Shoes	6/18/2018	Scheduled to open
Downtown	34977	Woodward Avenue	Dining	6/1/2018	Scheduled to open

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

**SEPTEMBER 2018**

Office Occupancy Rate 89%

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>
Untied on Woodward	223	Old Woodward, South	Mens Apparel	5/17/2018	Scheduled to open
Anna Castaldi	245	Maple Road, West	Apparel & Accessories - Women	2/16/2018	Scheduled to open
Lyudviga Couture	168	Maple Road, West	Apparel & Accessories - Women	6/18/2018	Moved (105 Townsend)



## Structure Occupancy at 1pm Tuesday-Thursday

Available Spaces

# July 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3 Chester-272 N.O.W.-301 Park-183 Peabody-129 Pierce-230	4 Holiday	5 Chester-204 N.O.W.-347 Park-109 Peabody-212 Pierce-213	6	7
8	9	10 Chester-30 N.O.W.-40 Park-2 Peabody-25 Pierce-38	11 Chester-9 N.O.W.-55 Park-17 Peabody-56 Pierce-89	12 Chester-39 N.O.W.-52 Park-2 Peabody-37 Pierce-97	13	14
15	16	17 Chester-35 N.O.W.-35 Park-16 Peabody-22 Pierce-75	18 Chester-29 N.O.W.-100 Park-83 Peabody-36 Pierce-119	19 Chester-110 N.O.W.-86 Park-96 Peabody-49 Pierce-90	20	21
22	23	24 Chester-47 N.O.W.-50 Park-23 Peabody-44 Pierce-86	25 Chester-38 N.O.W.-27 Park-10 Peabody-43 Pierce-99	26 Chester-51 N.O.W.-31 Park-42 Peabody-62 Pierce-129	27	28
29	30	31 Chester-21 N.O.W.-32 Park-2 Peabody-7 Pierce-48				
		Notes:				

# N. Old Woodward Garage

Valet Counts

## July 2018

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

## Peabody Street Structure

Garage full list

# JULY 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	18	19	20	21
22	23	24	25	26	27	28
	31	<b>Notes:</b> Structure did not fill.				



## Park Street Structure

Garage full list

# JULY 2018

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

## Chester Street Structure

Garage full list

# JULY 2018

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



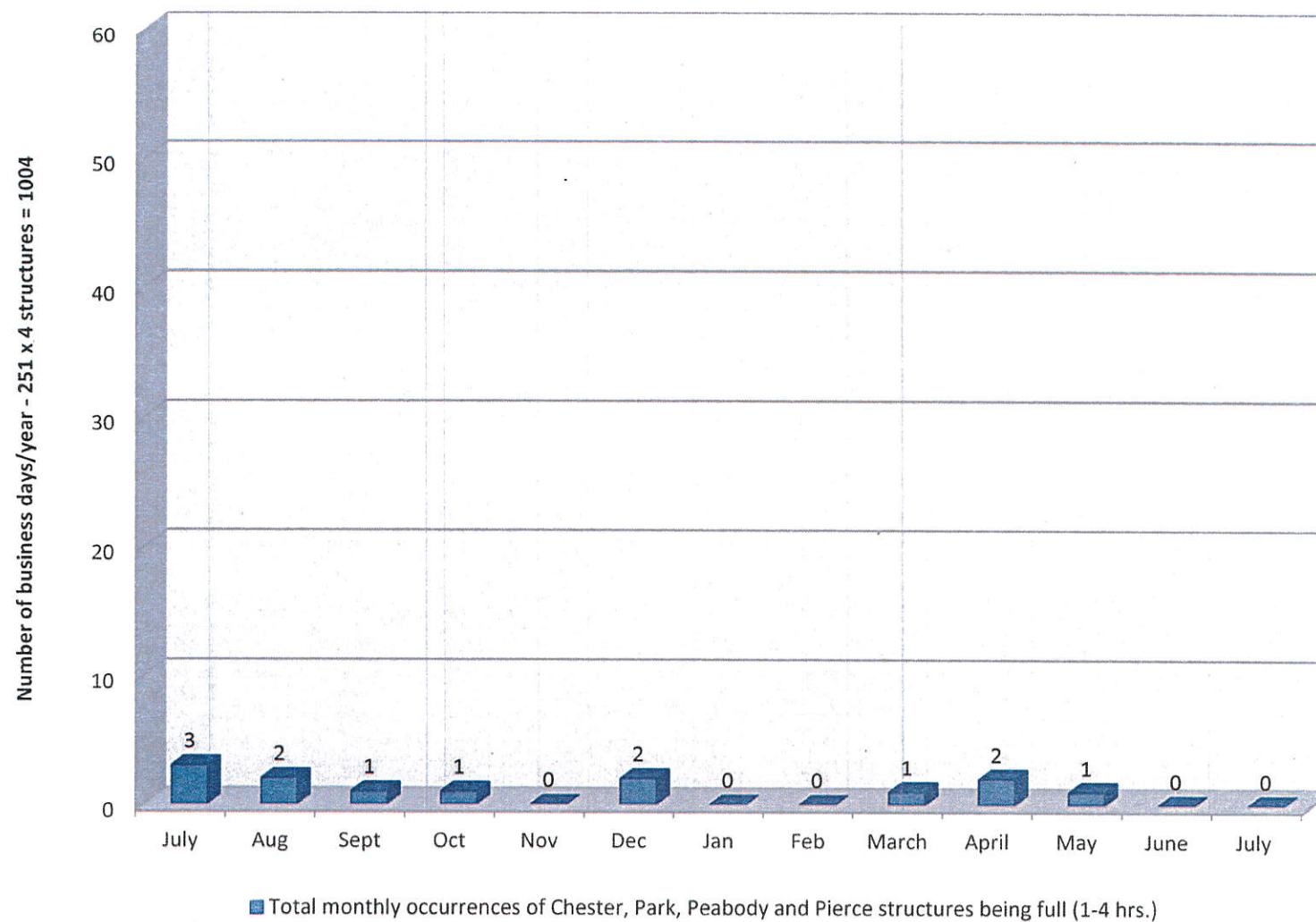
## Pierce Street Structure

Garage full list

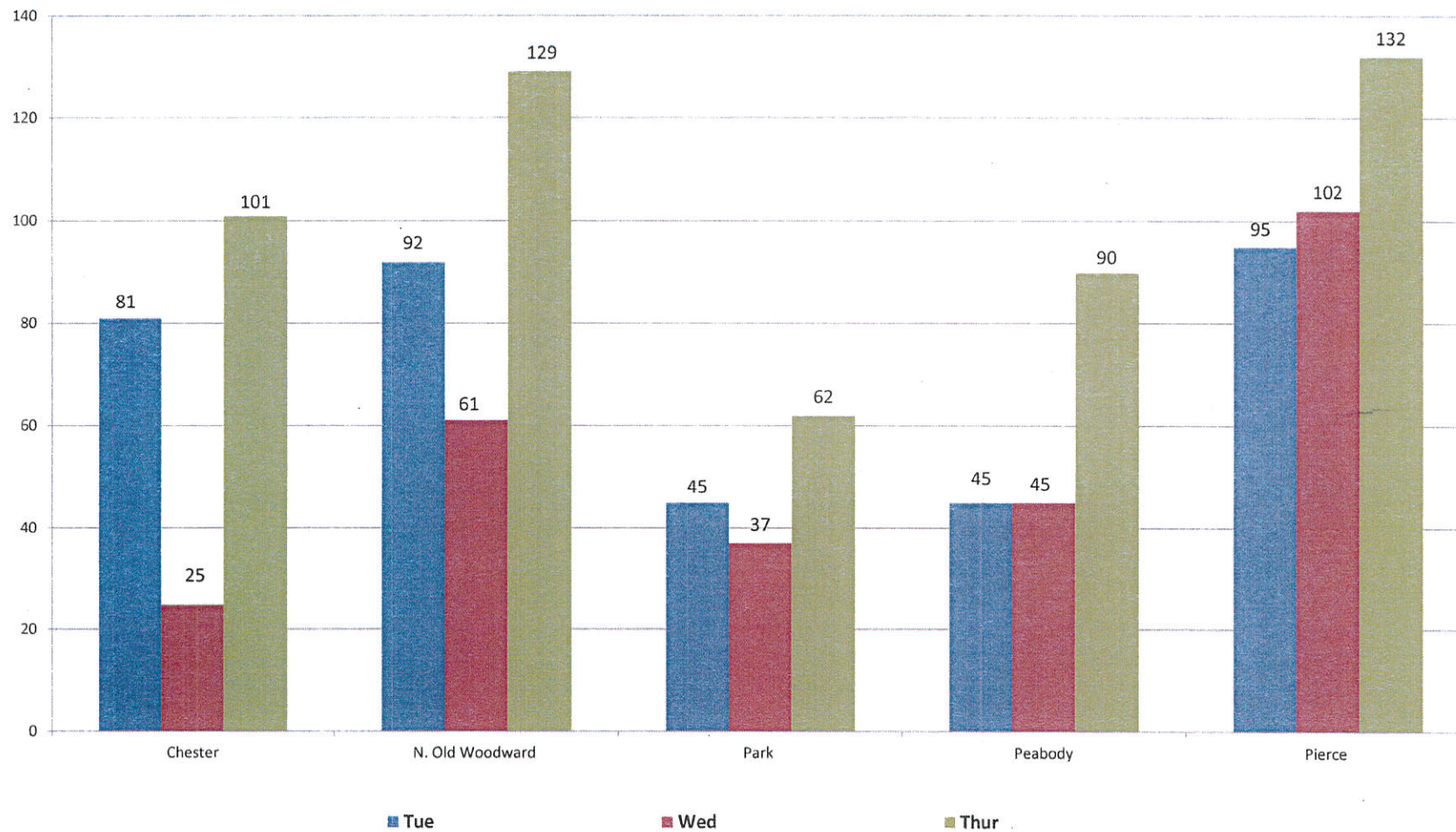
# JULY 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				
		<b>Notes:</b> Structure did not fill.				

## 2017-18 Combined Parking Structure Full Status

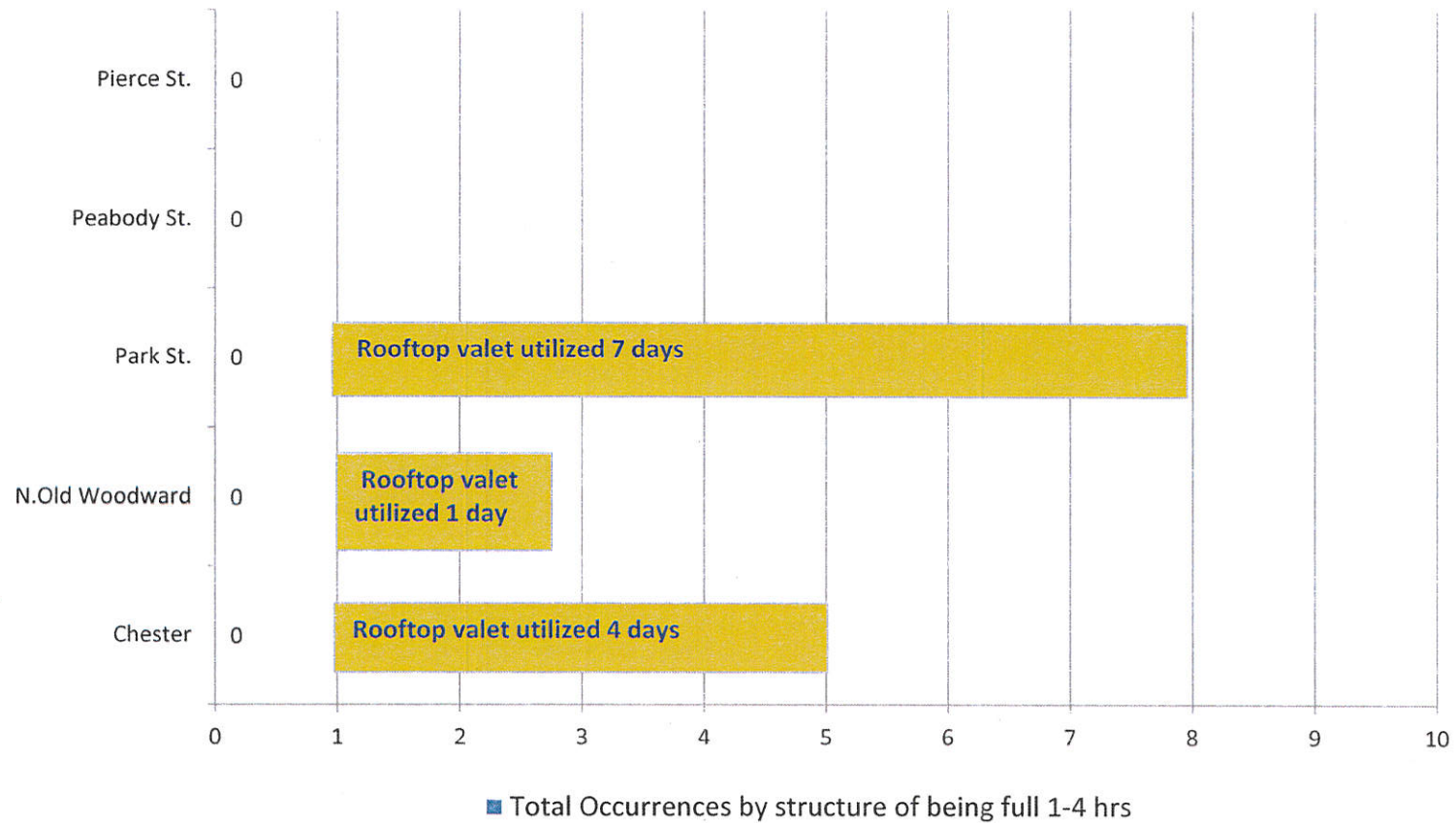


## Structure Occupancy at 1 pm Tuesday-Thursday Average Available Spaces - July 2018



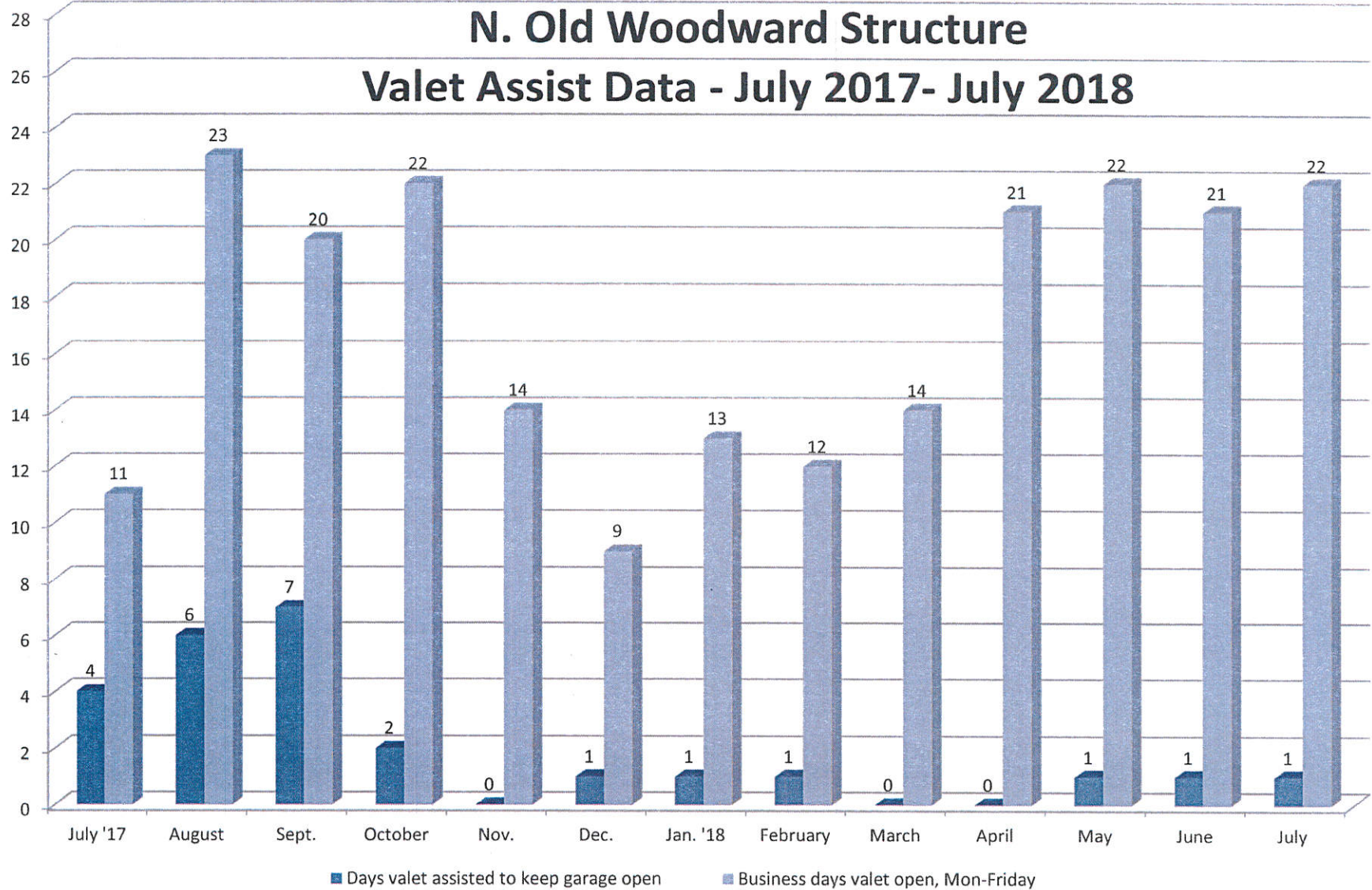
# Parking Full Status by Structure

July 2018 Business Days Only (M-Friday)



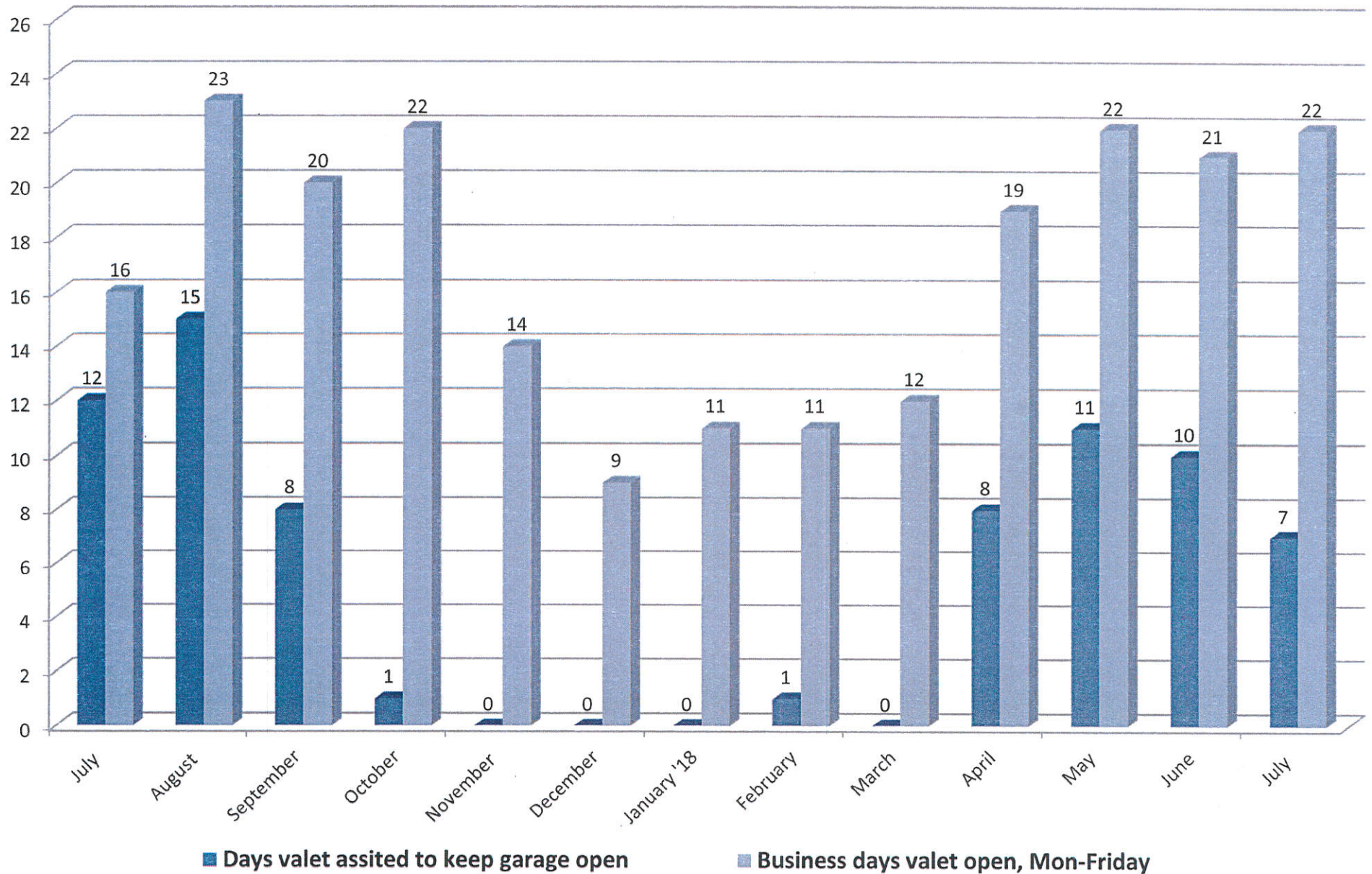


## N. Old Woodward Structure Valet Assist Data - July 2017- July 2018





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



# Birmingham Principal Shopping District Board

Voucher List For: 09/06/2018

Early Rel	Vendor	Description	Account	Amount
	2941	BONUS BUCKS	MARKETING & ADVERTISING	120.00
	ART/DESIGN GROUP LTD	ARTWORK FOR BFM, CRUISE, DOTT AND MOVIE NIGHTS	MARKETING & ADVERTISING	1,381.25
	ASHTON 'S DELI	BONUS BUCKS	MARKETING & ADVERTISING	50.00
	BEYOND JUICE	BONUS BUCKS	MARKETING & ADVERTISING	250.00
	BIRMINGHAM ROAST	BONUS BUCKS	MARKETING & ADVERTISING	130.00
	BLUEMERCURY	BONUS BUCKS	MARKETING & ADVERTISING	880.00
	BROOKLYN PIZZA	BONUS BUCKS	MARKETING & ADVERTISING	170.00
	BUXTON COMPANY	FINAL PAYMENT OF RETAIL CONSULTING AGREEMENT	TENANT RECRUITMENT	5,000.00
	C & G PUBLISHING INC.	DAY ON THE TOWN ADVERTISING	MARKETING & ADVERTISING	1,927.04
	CAR TRUCKING INC	MAY DUMPSTER AT BFM	SPECIAL EVENTS	199.50
	CAROL LEWIS DAY SPA	BONUS BUCKS	MARKETING & ADVERTISING	100.00
	CARUSO CARUSO	BONUS BUCKS	MARKETING & ADVERTISING	860.00
	CHRISTOPHER J. WIETZKE	PERFORMANCE AT BFM 10-7	SPECIAL EVENTS	275.00
	COMCAST SPOTLIGHT	DAY ON THE TOWN ADVERTISING	MARKETING & ADVERTISING	1,132.00
	COMMONWEALTH COFFEE	BONUS BUCKS	MARKETING & ADVERTISING	840.00
	COSTAR REALTY INFORMATION, INC	ON LINE REAL ESTATE DATABASE SUBSCRIPTION	TENANT RECRUITMENT	680.00
	CRISTIONS FINE LINEN	BONUS BUCKS	MARKETING & ADVERTISING	150.00
	CUSTOM ENGRAVING COMPANY	VENDOR REFUND FOR CRUISE EVENT	SPECIAL EVENTS	300.00
	DETROIT GUITAR	BONUS BUCKS	MARKETING & ADVERTISING	150.00
	DETROIT JEWISH NEWS	DAY ON THE TOWN ADVERTISING	MARKETING & ADVERTISING	400.00
	DICK O' DOWS	BONUS BUCKS	MARKETING & ADVERTISING	570.00
	DON THOMAS SPORHTHAUS	BONUS BUCKS	MARKETING & ADVERTISING	330.00
	DOWNTOWN PUBLICATIONS INC	FARMERS MARKET ADVERTISING	MARKETING & ADVERTISING	328.00
	EGG BY SUSAN LAZAR	BONUS BUCKS	MARKETING & ADVERTISING	270.00
	ELIE 'S MEDITERRANEAN	BONUS BUCKS	MARKETING & ADVERTISING	70.00
	ENTERCOM COMMUNICATIONS CORP	DAY ON THE TOWN ADVERTISING	MARKETING & ADVERTISING	4,000.00
	ETHAN ALLEN DESIGN C	BONUS BUCKS	MARKETING & ADVERTISING	100.00
	ETHNIC ARTWORK	ONE SHIRT FOR CRUISE EVENT	SPECIAL EVENTS	831.55
	EVEREVE	BONUS BUCKS	MARKETING & ADVERTISING	950.00
	FOREST GRILL 2	BONUS BUCKS	MARKETING & ADVERTISING	60.00
	FOUND OBJECTS	BONUS BUCKS	MARKETING & ADVERTISING	290.00
	GAZELLE SPORTS	BONUS BUCKS	MARKETING & ADVERTISING	580.00
	GORDON FOOD	POWERADE FOR VOLUNTEERS DAY OF CRUISE	SPECIAL EVENTS	83.93
	GRABBAGREEN	BONUS BUCKS	MARKETING & ADVERTISING	20.00

**Birmingham Principal Shopping District Board**  
**Voucher List For: 09/06/2018**

Early Rel	Vendor	Description	Account	Amount
	HARP IS LINGERIE	BONUS BUCKS	MARKETING & ADVERTISING	310.00
	HYDE PARK PRIME STEAK	BONUS BUCKS	MARKETING & ADVERTISING	150.00
	INGRID TIGHE	MILEAGE FOR ICSC CONFERENCE	TENANT RECRUITMENT	36.85
	JAIMI BROOK	FOOD FOR VOLUNTEERS DAY OF CRUISE	SPECIAL EVENTS	169.67
	JOHN LATINI	PERFORMANCE AT BFM 9-23	SPECIAL EVENTS	175.00
	KROGER COMPANY	COOKIES AND WATER FOR CRUISE VOLUNTEER MEETING	SPECIAL EVENTS	22.97
	LA STRADA DOLCI E CA	BONUS BUCKS	MARKETING & ADVERTISING	210.00
	LEGATO SALON & SPA	BONUS BUCKS	MARKETING & ADVERTISING	40.00
	LEOS CONEY ISLAND	BONUS BUCKS	MARKETING & ADVERTISING	320.00
	LOGICAL SOLUTIONS ENTERPRISE INC	POSTCARDS FOR BFM AND DOTT	MARKETING & ADVERTISING	399.00
	LUXE BAR & GRILL	BONUS BUCKS	MARKETING & ADVERTISING	880.00
	METRO PARENT PUBLISHING GROUP	MOVIE NIGHT AND FARMERS MARKET ADVERTISING	MARKETING & ADVERTISING	750.00
	MICHELA DI NATALE	BONUS BUCKS	MARKETING & ADVERTISING	100.00
	MICHIGAN.COM	DAY ON THE TOWN ADV IN DETROIT FREE PRESS AND NEWS	MARKETING & ADVERTISING	1,738.00
	MOLLY BARAN	BONUS BUCKS	MARKETING & ADVERTISING	40.00
	MOMMY NETWORK OF MICHIGAN	FARMERS MARKET ADVERTISING	MARKETING & ADVERTISING	1,900.00
	MOOSEJAW MOUNTAINEER	BONUS BUCKS	MARKETING & ADVERTISING	170.00
	MOSHER & ASSOCIATES LLC	JUNE PLANTER MAINTENANCE	MAINTENANCE SHOPPING DIST	638.40
	MOUNT-N-REPAIR	BONUS BUCKS	MARKETING & ADVERTISING	790.00
	MY HOUSE OF STYLE	BONUS BUCKS	MARKETING & ADVERTISING	440.00
	OFFICE DEPOT INC	OFFICE SUPPLIES	OPERATING SUPPLIES	64.69
	OPTIK BIRMINGHAM	BONUS BUCKS	MARKETING & ADVERTISING	50.00
	PAPER SOURCE	BONUS BUCKS	MARKETING & ADVERTISING	600.00
	PEGASUS ENTERTAINMENT	ENTERTAINMENT EQUIPMENT FOR DAY ON THE TOWN	SPECIAL EVENTS	2,500.00
	PETEY'S DONUTS	OVERPAID AT BFM	SPECIAL EVENTS	792.00
	PHOENICIA	BONUS BUCKS	MARKETING & ADVERTISING	1,390.00
	RACHEL WINER	AUGUST 11-SEPTEMBER 11 SOCIAL MEDIA MANAGEMENT	MARKETING & ADVERTISING	850.00
	RED THE SALON	BONUS BUCKS	MARKETING & ADVERTISING	110.00
	ROCOCO	BONUS BUCKS	MARKETING & ADVERTISING	90.00
	ROOTS	BONUS BUCKS	MARKETING & ADVERTISING	400.00
	RUGBY GRILLE	BONUS BUCKS	MARKETING & ADVERTISING	30.00
	SHADES OPTICAL	BONUS BUCKS	MARKETING & ADVERTISING	960.00
	SIGNS-N-DESIGNS INC	SIGN FOR CRUISE EVENT	MARKETING & ADVERTISING	65.00
	SOCIAL KITCHEN	BONUS BUCKS	MARKETING & ADVERTISING	730.00

**Birmingham Principal Shopping District Board**  
**Voucher List For: 09/06/2018**

Early Rel	Vendor	Description	Account	Amount
	SP+ CORPORATION	SEPTEMBER EMPLOYEE PARKING	OTHER CONTRACTUAL SERVICE	100.00
	ST. CROIX SHOP	BONUS BUCKS	MARKETING & ADVERTISING	30.00
	STEVE TAYLOR	PERFORMANCE AT BFM 9-30	SPECIAL EVENTS	150.00
	SUHM-THING	BONUS BUCKS	MARKETING & ADVERTISING	100.00
	SUNDANCE SHOES	BONUS BUCKS	MARKETING & ADVERTISING	760.00
	SWANK MOTION PICTURE	AUGUST MOVIE	SPECIAL EVENTS	628.00
	SY THAI CAFE'	BONUS BUCKS	MARKETING & ADVERTISING	160.00
	THE COMMUNITY HOUSE	FRIEND SPONSORSHIP FOR SIP FOOD AND WINE	PUBLIC RELATIONS	2,500.00
	THE ITALIAN DISH	BONUS BUCKS	MARKETING & ADVERTISING	160.00
	TOAST	BONUS BUCKS	MARKETING & ADVERTISING	780.00
	TOWNSEND BAKERY	BONUS BUCKS	MARKETING & ADVERTISING	30.00
	TURNER SANITATION, INC	PORTA POTTIES FOR AUGUST MOVIE NIGHT	SPECIAL EVENTS	5,070.00
	VOILA BOUTIQUE	BONUS BUCKS	MARKETING & ADVERTISING	130.00
	WACHLER ESTATE COLLEGE	BONUS BUCKS	MARKETING & ADVERTISING	60.00
	WDIV/TV4	DOTT ADVERTISING	MARKETING & ADVERTISING	1,000.00
	WHITE BIRCH	BONUS BUCKS	MARKETING & ADVERTISING	800.00
*	AMY AGIUS	SUPER HEROES AT MOVIE NIGHT	SPECIAL EVENTS	250.00
*	RACHEL WINER	JULY 11 - AUGUST 11 SOCIAL MEDIA MANAGEMENT	MARKETING & ADVERTISING	850.00
*	IN-HOUSE VALET INC	VALET SERVICES 7/23-7/29	PARKING VALET SERVICES	12,784.00
*	IN-HOUSE VALET INC	VALET SERVICES AUGUST 6-12	PARKING VALET SERVICES	6,664.00

**Birmingham Principal Shopping District Board****Voucher List For:** 09/06/2018

Early Rel Vendor	Description	Account	Amount
Total :			\$ 74,395.85
<u>Journal Entries</u>			
	City Credit Card – Facebook boosted post for August Movie Night		\$ 200.00
	City Credit Card – Facebook boosted post for Corn Festival & Day On The Town		1,000.00
	Verizon – Ingrid & Jaimi cell phones		100.90
	Oakland County – Temporary food license for BFM		165.50
	Universal Container – garbage boxes		1,704.97
	Great American Business Products – Paw pal bags		224.06
	Yelp – Yelp ads to promote BFM		1,050.00
	City Credit Card – Facebook boosted post for Day On The Town		500.00
	Total Journal Entries		\$ 4,945.43
	TOTAL VOUCHERS AND JOURNAL ENTRIES		\$ 79,341.28
			=====

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

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

**Date** \_\_\_\_\_





## MEMORANDUM

**DATE:** September 6, 2018

**TO:** Birmingham Shopping District Board

**FROM:** Ingrid Tighe, Executive Director

**SUBJECT:** 8A Request to set BSD Rate and Public Hearing Dates

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This fall the Birmingham Shopping District is scheduled to go before the City Commission for renewal of its special assessment for the fiscal years 2018-2019, 2019-2020, 2020-2021, 2021-2022. Several steps must occur to advance this process. The first step is for the BSD Board to adopt assessment rates and second, to formally request dates for the public hearings to renew the special assessment.

The proposed timeline should provide adequate time for the special assessment renewal process.

1. Set Public Hearing Dates-City Commission Meeting on September 17, 2018
2. Public Hearing of Necessity-City Commission Meeting on October 8, 2018
3. Public Hearing of Confirmation-City Commission Meeting on October 29, 2018
4. Treasury Department sends out special assessment bills-December 2018

The two-part public hearing process is designed to continue the special assessment, which is the source of the BSD's funding. First there is a public hearing of necessity for the assessment. The next hearing is a confirmation of the assessment rolls – in other words, setting forth which properties pay and how much. Both meetings are publicly noticed and public comment is sought.

Historically, the BSD has requested that assessment rates be approved for a three-year period. This year, however, the BSD is requesting that rates be approved for a four-year period based on a thorough budget analysis performed by the BSD Executive Committee. The Executive Committee examined the BSD's funding obligations and also upcoming construction projects on Maple Road and South Old Woodward over the next four years. Based on this analysis, we are recommending that the BSD Board adopt the following assessment rates to support future BSD operations.

**Birmingham Shopping District Assessment Rates  
2018-2022**

	<b>District 1</b>		<b>District 1A</b>	
YEAR	1 <sup>st</sup> Story	2 <sup>nd</sup> Story	1 <sup>st</sup> Story	2 <sup>nd</sup> Story
2018-19	\$.494 (49.4 cents/sq. ft)	\$.385 (38.5 cents/sq. ft.)	\$ .247 (24.7 cents/sq. ft.)	\$.193 (19.3 cents/sq. ft.)
2019-20	\$.494 (49.4 cents/sq. ft)	\$.385 (38.5 cents/sq. ft.)	\$ .247 (24.7 cents/sq. ft.)	\$.193 (19.3 cents/sq. ft.)
2020-21	\$.494 (49.4 cents/sq. ft)	\$.385 (38.5 cents/sq. ft.)	\$ .247 (24.7 cents/sq. ft.)	\$.193 (19.3 cents/sq. ft.)
2021-22	\$.494 (49.4 cents/sq. ft)	\$.385 (38.5 cents/sq. ft.)	\$ .247 (24.7 cents/sq. ft.)	\$.193 (19.3 cents/sq. ft.)

\* BSD Rate will be held at the same rate for all four years. Subsequent increases to the max/property will be tied to the Detroit Consumer Price Index (MCL 125.985(4)).

In addition to approval of the assessment rates, the BSD Board must formally request that the City Commission set public hearing dates. Below are the resolutions to that affect:

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

To request that the assessment rates for those properties that are not capped by State law, to be set to the proposed rates listed above.

Further, to request that the City Commission set dates for a Public Hearing of Necessity for October 8, 2018 and a Public Hearing of Confirmation of Assessment Rolls for October 29, 2018 for the Birmingham Shopping District.



## 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							6	1	86%
Samy Eid	P	P	P	P	P	P	CP	P							7	0	100%
Doug Fehan	P	P	P	P	P	A	CP	A							5	2	71%
Geoffrey Hockman	P	A	P	A	P	P	CP	A							4	3	57%
Zachary Kay								P							1	0	100%
Amy Pohlod	P	P	P	A	P	P	CP	P							6	1	86%
Steve Quintal	P	P	P	P	P	P	CP	P							7	0	100%
Bill Roberts	P	P	P	P	P	P	CP	P							7	0	100%
Judy Solomon	A	P	A	P	P	P	CP	P							5	2	71%
Sam Surnow	P	P	P	P	P	P	CP	A							6	1	86%
Joe Valentine	P	P	P	P	P	P	CP	A							6	1	86%
															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	0	0	0	0	0	0			

**KEY:**

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

\_\_\_\_\_  
Department Head Signature



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

**BSD COMMITTEES**  
**MONTHLY MEETING SCHEDULE**  
**SEPTEMBER 2018**

**BSD BOARD**

**THURSDAY 9/6 @ 8 A.M. – COMMUNITY HOUSE**

**MAINTENANCE/CAPITAL IMPROVEMENTS**

**TUESDAY 9/11 @ 8 A.M. – CITY HALL**

**MARKETING/ADVERTISING**

**WEDNESDAY 9/13 @ 8:30 A.M. – CITY HALL**

**SPECIAL EVENTS**

**FRIDAY 9/14 @ 8:30 A.M. – CITY HALL**

**BUSINESS DEVELOPMENT**

**FRIDAY 9/18 @ 8:30 A.M. – CITY HALL**

**EXECUTIVE**

**WEDNESDAY 9/5 @ 8:00 A.M. – CITY HALL**

**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).