



**Birmingham Shopping District Agenda
Thursday January 3, 2019 - 8 a.m.**

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

The Shopping District

1. Call to order and Roll Call of Board
2. Recognition of Visitors
3. Approval of Minutes for December 6, 2018
4. Board Member Comments
5. Reports:
 - a. Finance Report
 - b. Executive Director Report – Tighe
 - c. Committee Reports:
 - i. Special Events – Astrein
 - ii. Marketing & Advertising – Pohlod
 - iii. Maintenance and Capital Improvements – Quintal
 - iv. Business Development – Surnow
 - v. Executive Board Report – Hockman
 - d. Parking Report – November
 - e. Chamber Report
 - f. Community House Report
6. Approval of Vouchers
7. Unfinished Business
8. New Business
9. Information
 - a. Announcements
 - b. Letters, Board Attendance & Monthly Meeting Schedule
10. Public Comments
11. Adjournment

Birmingham Shopping District Mission Statement

We strive to provide leadership in marketing, advertising and promotion of the Birmingham Shopping District.

We actively work to promote a district that is exciting, clean, safe and pedestrian-friendly and ensure that the district continues to serve as a center for business, service, social and community activities.

Notice: Persons with disabilities that may require assistance for effective participation in this public meeting should contact the City Clerk's Office at the number (248) 530-1880, or (248) 644-5115 (for the hearing impaired) at least one day before the meeting to request help in mobility, visual, hearing, or other assistance.

Las personas con incapacidad que requieren algún tipo de ayuda para la participación en esta sesión pública deben ponerse en contacto con la oficina del escribano de la ciudad en el número (248) 530-1800 o al (248) 644-5115 (para las personas con incapacidad auditiva) por lo menos un día antes de la reunión para solicitar ayuda a la movilidad, visual, auditiva, o de otras asistencias. (Title VI of the Civil Rights Act of 1964).

City of Birmingham
Birmingham Shopping District Proceeding
Thursday, December 6, 2018 8 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, December 6, 2018, at 8 a.m. in The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, Fehan, Hockman, Kay, Pohlod, , Roberts, Solomon, Surnow, Valentine

ABSENT: Eid, Quintal,

ALSO PRESENT:

ADMINISTRATION: Tighe, Brook, Gamboa, Comerford

2. RECOGNITION OF VISITORS

3. APPROVAL OF MINUTES

MOTION: Motion by Astrein, seconded by Fehan to approve the minutes dated November 1, 2018.

VOTE: Yeas, 9 Nays, 0 Absent, 2

4. BOARD MEMBER COMMENTS

5. REPORTS

a. FINANCE REPORT – TIGHE

Tighe reported that we are now four months into the fiscal year and we are on track. Expenditures are about 34% of budget. Quite a bit of sponsorship money and fees from events have already been collected.

We just went through a city audit that went well. Payment has been made.

We currently have a fund balance of \$329,885 which is typical for this time of year. Assessments are usually collected in January and February bringing us to our peak fund balance in March.

In regards to the cash flow report, she noted that she is working with Gerber to adjust some funds that were budgeted to help during construction, last fiscal year, but appear on this year's report. Those expenses will be moved.

b. EXECUTIVE DIRECTOR REPORT - TIGHE

There was no report.

c. COMMITTEE REPORTS:

SPECIAL EVENTS - ASTREIN

Astrein shared that Small Business Saturday was on November 24th and that, although weather was not on our side, approximately 25 kids welcomed Santa to Birmingham that morning. A fire truck brought Santa to the parking lot of the Surnow building. Santa then led a walk around the downtown area. Several merchants provided goodies for kids along the way.

Astrein said that merchants were pleased and that the plan is to have a Santa Walk again next year. Fehan remarked that each child had parents with them so it was a significant group to manage walking the sidewalk. He also noted that three sets of parents told him how much fun it was.

There will also be a tent at Maple & Old Woodward that distributed Birmingham Bonus Bucks. Shoppers needed to spend a minimum of \$200 to earn \$20 in BBBs. There were 250 available to give away. However only 85 were claimed by shoppers. Kay suggested that maybe giving \$10 per \$100 purchase would have gotten a better response as his store sees larger sales on Black Friday than they do on Small Business Saturday.

Astrein reported that the Tree Lighting Ceremony was very successful and that having free parking in the structures was helpful. Fehan pointed out that there was a drone capturing footage of the event and Tighe mentioned that the BSD had also hired a photographer.

Valentine suggested that we may want to hire a videographer in the future so that we have the rights to all of the footage.

Roberts commented that restaurants were busy after the tree lighting and during Winter Markt.

Astrein said that Santa did a great job both during the Santa Walk and the Tree Lighting. Tighe thanked the staff team for their work behind the scenes. The next Special Events Committee meeting will be held on Friday, January 11, 2019.

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.

MARKETING & ADVERTISING - POHLOD

Pohlod reported that the new Visitor Guide is in production and should be available tomorrow. This piece will have a different look from the past with separate pages for different categories. This will offer a new feel and have a less congested look. There was a little delay in production, but it was important to have all of the details accurate.

The committee is putting together an RFP for a new person to handle our social media. They would like to find someone who is local and understands Birmingham's nuances.

Money for holiday advertising has been reallocated. There will be more digital advertising this year as not as many people are watching cable television. So, they are taking a different approach and will be looking at the metrics to see effectiveness.

The Holiday Magazine has been distributed. There is one more issue left in the contract with HOUR Media. The committee is exploring options for the future. They have been looking at other area magazines for ideas.

Valentine gave kudos to Pohlod and the committee for doing a deep dive into their approach and looking for ways to improve.

Pohlod would like committee chairs to meet to make sure that they are all working together.

Hockman said that the board echos Valentine's comments and thanked the committee for their work.

MAINTENANCE/CAPITAL IMPROVEMENTS - FEHAN

Fehan updated the board that, due to continued renovations to the Merrillwood building, the lights over Merrill are scheduled to go up on December 16th. They will stay up through Restaurant Week in early February. He said that the rest of town speaks for itself – the new trees look great and the park is fantastic. It is great to have a crew that cares and takes pride in their work. He thanked Valentine who said that he would pass along the message.

Tighe shared that the BSD put out a press release about the lights – promoting shopping in Birmingham and seeing the beautiful lights.

BUSINESS DEVELOPMENT - SURNOW

Surnow reported that the committee met recently to discuss strategy. The Buxton contract was up in November. Renewing with them comes with a large price tag. To date, the committee has not renewed the contract, but has not ended the relationship.

There are still opportunities in the pipeline that the committee would like to continue to pursue. And, they noted that data does not change quickly. They are proud to report that they still have eight solid leads and two are really progressing well.

Tighe flew to New York City for a meeting this week and is continuing to follow-up on all leads. The handout is a roadmap and shows how to deploy resources. The committee is continuing to look at options for the future.

Surnow mentioned that a gift card program is getting ready to roll-out. He also said that the committee is looking at possible incentives for brokers.

Valentine remarked that the progress is very impressive and that he thinks that the BSD needs to share their story of progress. Tighe shared that broker and merchant meetings are being planned and that information is mailed with tax assessments.

Hockman suggested enhancing the letter that is mailed with the assessments to make it more like an annual report with graphics and images. We should also share success stories – examples include St. Croix, Allen Edmonds and Sundance.

EXECUTIVE BOARD REPORT - HOCKMAN

d. PARKING REPORT - VALENTINE

Valentine mentioned that the report was included in the board packet.

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 Fehan, seconded by Astrein to approve the vouchers, as submitted, dated December 6, 2018.

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 thanked the board for their commitment and commented that she feels very fortunate to have such a dedicated group of individuals. She also thanked her staff team. Hockman echoed her sentiments and thanked the staff team on behalf of the board.

11. ADJOURNMENT – 8:53 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	301,678.24
247-000.000-028.0000	MISCELLANEOUS	12,402.82
247-000.000-028.9999	ALLOW FOR DOUBTFUL ACCTS.	(1,613.72)
247-000.000-048.0870	PSD DELQ SAD 2017-2018 AR	5,673.60
Total Assets		318,615.94
*** Liabilities ***		
247-000.000-200.0000	SUSPENSE ACCOUNT	180.54
247-000.000-202.0000	ACCOUNTS PAYABLE	54,611.83
247-000.000-257.0000	ACCRUED PAYROLL	245.29
247-000.000-367.0300	DEFER. INFLOWS - MISCELLANEOUS INV	10,789.10
247-000.000-367.0800	DEFER. INFLOWS - DELQ SPECIAL ASSE	5,673.60
Total Liabilities		71,500.36
*** 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		(393,006.26)
Ending Fund Balance		247,115.58
Total Liabilities And Fund Balance		318,615.94

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 11/30/2018

GL NUMBER	DESCRIPTION	2018-19 ORIGINAL BUDGET	2018-19 AMENDED BUDGET	ACTIVITY FOR MONTH 11/30/18	YTD BALANCE 11/30/2018	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 247 - PRINCIPAL SHOPPING DISTRICT								
Revenues								
Dept 000.000								
USE OF FUND BALANCE								
247-000.000-400.0000	APPROP FUND BAL/RET EARN	116,300.00	116,300.00	0.00	0.00	0.00	116,300.00	0.00
USE OF FUND BALANCE								
		116,300.00	116,300.00	0.00	0.00	0.00	116,300.00	0.00
INTEREST AND RENT								
247-000.000-664.0000	INVESTMENT INCOME	6,390.00	6,390.00	703.46	3,146.45	0.00	3,243.55	49.24
INTEREST AND RENT								
		6,390.00	6,390.00	703.46	3,146.45	0.00	3,243.55	49.24
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	2,829.77	3,429.84	0.00	14,420.16	19.21
SPECIAL ASSESSMENTS								
		897,300.00	897,300.00	2,829.77	3,429.84	0.00	893,870.16	0.38
OTHER REVENUE								
247-000.000-676.0001	CONTR FROM PRIVATE SOURCE	190,000.00	190,000.00	23,191.71	128,069.21	0.00	61,930.79	67.40
OTHER REVENUE								
		190,000.00	190,000.00	23,191.71	128,069.21	0.00	61,930.79	67.40
Total Dept 000.000								
		1,209,990.00	1,209,990.00	26,724.94	134,645.50	0.00	1,075,344.50	11.13
TOTAL REVENUES								
		1,209,990.00	1,209,990.00	26,724.94	134,645.50	0.00	1,075,344.50	11.13
Expenditures								
Dept 298.000 - PUBLIC RELATIONS								
PERSONNEL SERVICES								
247-298.000-702.0001	SALARIES & WAGES DIRECT	28,590.00	28,590.00	2,189.92	10,885.39	0.00	17,704.61	38.07
247-298.000-702.0003	LONGEVITY	450.00	450.00	0.00	0.00	0.00	450.00	0.00
247-298.000-706.0001	FICA	2,230.00	2,230.00	158.28	786.65	0.00	1,443.35	35.28
247-298.000-706.0002	HOSPITALIZATION	11,090.00	11,090.00	426.16	2,130.86	0.00	8,959.14	19.21
247-298.000-706.0007	WORKER'S COMPENSATION	100.00	100.00	5.07	25.22	0.00	74.78	25.22
247-298.000-706.0012	RETIREMNT-DEF CONTR EMPLR	2,620.00	2,620.00	197.10	979.69	0.00	1,640.31	37.39
247-298.000-706.0013	RET HLTH SVGS CONTR EMPLR	690.00	690.00	70.00	349.99	0.00	340.01	50.72
PERSONNEL SERVICES								
		45,770.00	45,770.00	3,046.53	15,157.80	0.00	30,612.20	33.12
Total Dept 298.000 - PUBLIC RELATIONS								
		45,770.00	45,770.00	3,046.53	15,157.80	0.00	30,612.20	33.12
Dept 441.005 - DOWNTOWN MAINTENANCE								
PERSONNEL SERVICES								
247-441.005-702.0001	SALARIES & WAGES DIRECT	49,870.00	49,870.00	2,471.17	14,451.55	0.00	35,418.45	28.98
247-441.005-702.0002	OVERTIME PAY	22,350.00	22,350.00	1,130.77	12,585.67	0.00	9,764.33	56.31
247-441.005-702.0003	LONGEVITY	370.00	370.00	0.00	0.00	0.00	370.00	0.00
247-441.005-706.0001	FICA	5,370.00	5,370.00	268.57	2,020.33	0.00	3,349.67	37.62
247-441.005-706.0002	HOSPITALIZATION	10,640.00	10,640.00	674.75	5,094.65	0.00	5,545.35	47.88
247-441.005-706.0003	LIFE INSURANCE	190.00	190.00	13.59	85.98	0.00	104.02	45.25
247-441.005-706.0004	RETIRE CONTRIB HEALTH	11,870.00	11,870.00	831.96	4,465.82	0.00	7,404.18	37.62
247-441.005-706.0005	DENTAL/OPTICAL	1,170.00	1,170.00	42.96	324.29	0.00	845.71	27.72
247-441.005-706.0006	LT/ST DISABILITY	510.00	510.00	32.04	199.71	0.00	310.29	39.16
247-441.005-706.0007	WORKER'S COMPENSATION	1,340.00	1,340.00	74.81	402.61	0.00	937.39	30.05

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 11/30/2018

GL NUMBER	DESCRIPTION	2018-19 ORIGINAL BUDGET	2018-19 AMENDED BUDGET	ACTIVITY FOR MONTH 11/30/18	YTD BALANCE 11/30/2018	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 247 - PRINCIPAL SHOPPING DISTRICT								
Expenditures								
247-441.005-706.0010	RETIREMENT EMPLOYER CNTB	7,880.00	7,880.00	429.44	2,670.62	0.00	5,209.38	33.89
247-441.005-706.0011	HRA BENEFIT	100.00	100.00	0.00	0.00	0.00	100.00	0.00
247-441.005-706.0012	RETIREMNT-DEF CONTR EMPLR	1,530.00	1,530.00	237.38	1,231.01	0.00	298.99	80.46
247-441.005-706.0013	RET HLTH SVGS CONTR EMPLR	930.00	930.00	75.95	530.22	0.00	399.78	57.01
PERSONNEL SERVICES		114,120.00	114,120.00	6,283.39	44,062.46	0.00	70,057.54	38.61
OTHER CHARGES								
247-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	43,000.00	43,000.00	2,224.33	13,809.66	0.00	29,190.34	32.12
OTHER CHARGES		43,000.00	43,000.00	2,224.33	13,809.66	0.00	29,190.34	32.12
Total Dept 441.005 - DOWNTOWN MAINTENANCE								
		157,120.00	157,120.00	8,507.72	57,872.12	0.00	99,247.88	36.83
Dept 748.000 - PRINCIPAL SHOPPING DISTRICT								
PERSONNEL SERVICES								
247-748.000-702.0001	SALARIES & WAGES DIRECT	197,920.00	197,920.00	15,329.16	82,802.80	0.00	115,117.20	41.84
247-748.000-706.0001	FICA	15,150.00	15,150.00	1,159.13	6,266.73	0.00	8,883.27	41.36
247-748.000-706.0002	HOSPITALIZATION	43,930.00	43,930.00	4,080.18	20,400.90	0.00	23,529.10	46.44
247-748.000-706.0003	LIFE INSURANCE	950.00	950.00	72.34	361.70	0.00	588.30	38.07
247-748.000-706.0004	RETIRE CONTRIB HEALTH	5,620.00	5,620.00	467.67	2,338.35	0.00	3,281.65	41.61
247-748.000-706.0005	DENTAL/OPTICAL	1,850.00	1,850.00	141.92	709.60	0.00	1,140.40	38.36
247-748.000-706.0006	LT/ST DISABILITY	820.00	820.00	62.32	311.60	0.00	508.40	38.00
247-748.000-706.0007	WORKER'S COMPENSATION	630.00	630.00	58.83	313.03	0.00	316.97	49.69
247-748.000-706.0010	RETIREMENT EMPLOYER CNTB	2,340.00	2,340.00	194.75	973.75	0.00	1,366.25	41.61
247-748.000-706.0012	RETIREMNT-DEF CONTR EMPLR	8,110.00	8,110.00	623.08	3,115.40	0.00	4,994.60	38.41
247-748.000-706.0013	RET HLTH SVGS CONTR EMPLR	1,820.00	1,820.00	140.00	700.00	0.00	1,120.00	38.46
PERSONNEL SERVICES		279,140.00	279,140.00	22,329.38	118,293.86	0.00	160,846.14	42.38
OTHER CHARGES								
247-748.000-801.0200	OTHER LEGAL	3,000.00	3,000.00	117.30	914.94	0.00	2,085.06	30.50
247-748.000-802.0100	AUDIT	750.00	750.00	0.00	675.15	0.00	74.85	90.02
247-748.000-811.0000	OTHER CONTRACTUAL SERVICE	20,000.00	20,000.00	100.00	500.00	0.00	19,500.00	2.50
247-748.000-829.0100	SNOW REMOVAL CONTRACT	59,000.00	59,000.00	9,908.00	19,325.00	0.00	39,675.00	32.75
247-748.000-829.0200	WEB SITE MAINTENANCE	5,500.00	5,500.00	0.00	1,500.00	0.00	4,000.00	27.27
247-748.000-851.0000	TELEPHONE	1,750.00	1,750.00	101.34	404.04	0.00	1,345.96	23.09
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	27,256.16	73,569.43	0.00	51,430.57	58.86
247-748.000-901.0500	PUBLIC RELATIONS	10,000.00	10,000.00	225.67	4,225.67	0.00	5,774.33	42.26
247-748.000-903.0000	TENANT RECRUITMENT	100,000.00	100,000.00	680.00	18,745.78	0.00	81,254.22	18.75
247-748.000-904.0000	PRINTING PSD MAGAZINE	85,000.00	85,000.00	0.00	27,885.63	0.00	57,114.37	32.81
247-748.000-909.0000	SPECIAL EVENTS	200,000.00	200,000.00	29,880.73	120,231.60	0.00	79,768.40	60.12
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	658.36	51,531.61	2,000.00	16,468.39	76.47
247-748.000-942.0000	COMPUTER EQUIPMENT RENTAL	18,160.00	18,160.00	1,513.33	7,566.65	0.00	10,593.35	41.67
247-748.000-944.0000	BUILDING OR FACILITY RENT	12,000.00	12,000.00	1,000.00	5,000.00	0.00	7,000.00	41.67
247-748.000-955.0100	TRAINING	1,000.00	1,000.00	268.69	268.69	0.00	731.31	26.87
247-748.000-955.0300	MEMBERSHIP & DUES	1,600.00	1,600.00	0.00	540.00	0.00	1,060.00	33.75
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	1,875.00	0.00	2,625.00	41.67
OTHER CHARGES		721,460.00	721,460.00	72,084.58	335,552.74	2,000.00	383,907.26	46.79

SUPPLIES

12/18/2018 01:20 PM
 User: kwickenheiser
 DB: Birmingham

REVENUE AND EXPENDITURE REPORT

Page: 3/3

PERIOD ENDING 11/30/2018

GL NUMBER	DESCRIPTION	2018-19 ORIGINAL BUDGET	2018-19 AMENDED BUDGET	ACTIVITY FOR MONTH 11/30/18	YTD BALANCE 11/30/2018	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 247 - PRINCIPAL SHOPPING DISTRICT								
Expenditures								
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	142.01	775.24	0.00	2,724.76	22.15
SUPPLIES		6,500.00	6,500.00	142.01	775.24	0.00	5,724.76	11.93
Total Dept 748.000 - PRINCIPAL SHOPPING DISTRICT								
		1,007,100.00	1,007,100.00	94,555.97	454,621.84	2,000.00	550,478.16	45.34
TOTAL EXPENDITURES								
		1,209,990.00	1,209,990.00	106,110.22	527,651.76	2,000.00	680,338.24	43.77
Fund 247 - PRINCIPAL SHOPPING DISTRICT:								
TOTAL REVENUES		1,209,990.00	1,209,990.00	26,724.94	134,645.50	0.00	1,075,344.50	11.13
TOTAL EXPENDITURES		1,209,990.00	1,209,990.00	106,110.22	527,651.76	2,000.00	680,338.24	43.77
NET OF REVENUES & EXPENDITURES		0.00	0.00	(79,385.28)	(393,006.26)	(2,000.00)	395,006.26	100.00

PRINCIPAL SHOPPING DISTRICT
CASH FLOW
FOR THE MONTH OF NOVEMBER 2018

	<u>DESCRIPTION</u>	<u>PROJECTED</u>	<u>ACTUAL</u>	<u>VARIANCE</u>
	BEGINNING CASH BALANCE	\$ 360,163	\$ 386,095	\$ 25,932
	CASH RECEIPTS:			
	Special Assessments	-	2,830	2,830
	Interest Income	380	703	323
	Special Event Revenue	<u>25,260</u>	<u>23,192</u>	<u>(2,068)</u>
	Sub-total cash receipts	25,640	26,725	1,085
	CASH DISBURSEMENTS:			
	OFFICE DISBURSEMENTS			
	PSD Personnel Costs	21,470	22,329	(859)
727.0000	Postage	400	-	400
729.0000	Supplies	280	190	90
801.0200	Legal	250	258	(8)
802.0100	Audit	-	-	-
811.0000	Other Contractual Service	90	100	(10)
933.0200	Equipment Maintenance	-	252	(252)
851.0000	Telephone	140	101	39
955.0100	Training	80	269	(189)
955.0300	Memberships & Dues	400	290	110
955.0400	Conferences & Workshops	-	-	-
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	25,995	26,677	(682)
	PROGRAM DISBURSEMENTS			
	DPS Downtown Maintenance	7,860	8,508	(648)
	Promotion Personnel Costs	3,520	3,047	473
828.03	Valet Services	-	-	-
829.0100	Snow Removal	9,400	9,417	(17)
935.0200	Maintenance PSD	-	4,421	(4,421)
901.0000	Printing & Publishing	-	-	-
901.0400	Marketing & Advertising	10,000	12,155	(2,155)
901.0500	Public Relations	1,000	226	774
903.0000	Tenant Recruitment	8,330	3,180	5,150
909.0000	Special Events	14,000	14,125	(125)
904.0000	PSD Magazine	-	27,886	(27,886)
829.0200	Web Site Maintenance	<u>1,650</u>	<u>1,500</u>	<u>150</u>
	Sub-total Program Disbursements	<u>55,760</u>	<u>84,465</u>	<u>(28,705)</u>
	Total Disbursements	81,755	111,142	(29,387)
	INCREASE (DECREASE) IN CASH BALANCE	<u>(56,115)</u>	<u>(84,417)</u>	<u>(28,302)</u>
	ENDING CASH BALANCE	<u>\$ 304,048</u>	<u>\$ 301,678</u>	<u>\$ (2,370)</u>

PRINCIPAL SHOPPING DISTRICT
ACTUAL CASH FLOW
FOR THE FIVE MONTHS ENDED NOVEMBER 2018

<u>DESCRIPTION</u>	PROJECTED	ACTUAL	VARIANCE
BEGINNING CASH BALANCE	\$ 664,443	\$ 664,443	\$ -
CASH RECEIPTS:			
Special Assessments	24,730	30,694	5,964
Interest Income	2,650	3,146	496
Special Event Revenue	<u>136,330</u>	<u>154,730</u>	<u>18,400</u>
Sub-total cash receipts	163,710	188,570	24,860
CASH DISBURSEMENTS:			
OFFICE DISBURSEMENTS			
PSD Personnel Costs	118,100	129,932	(11,832)
727.0000 Postage	1,200	-	1,200
729.0000 Supplies	1,540	761	779
801.0200 Legal	1,250	856	394
802.0100 Audit	660	675	(15)
811.0000 Other Contractual Service	450	500	(50)
933.0200 Equipment Maintenance	300	495	(195)
851.0000 Telephone	720	505	215
955.0100 Training	410	269	141
955.0300 Memberships & Dues	800	540	260
955.0400 Conferences & Workshops	1,250	173	1,077
942.0000 Computer Equipment Rental	7,550	7,565	(15)
957.0400 Liability Insurance	1,875	1,875	-
944.0000 Building Rent	<u>5,000</u>	<u>5,000</u>	<u>-</u>
Sub-total Office Disbursements	141,105	149,146	(8,041)
PROGRAM DISBURSEMENTS			
DPS Downtown Maintenance	73,840	62,160	11,680
Promotion Personnel Costs	19,360	16,602	2,758
828.03 Valet Services	58,500	20,170	38,330
829.0100 Snow Removal	9,400	9,417	(17)
935.0200 Maintenance PSD	14,000	57,180	(43,180)
901.0000 Printing & Publishing	-	1,140	(1,140)
901.0400 Marketing & Advertising	46,250	112,917	(66,667)
901.0500 Public Relations	4,000	4,226	(226)
903.0000 Tenant Recruitment	41,650	19,449	22,201
909.0000 Special Events	83,000	69,242	13,758
904.0000 PSD Magazine	31,000	27,886	3,114
829.0200 Web Site Maintenance	<u>2,000</u>	<u>1,800</u>	<u>200</u>
Sub-total Program Disbursements	<u>383,000</u>	<u>402,189</u>	<u>(19,189)</u>
Total Disbursements	524,105	551,335	(27,230)
INCREASE (DECREASE) IN CASH BALANCE	<u>(360,395)</u>	<u>(362,765)</u>	<u>(2,370)</u>
ENDING CASH BALANCE	<u>\$ 304,048</u>	<u>\$ 301,678</u>	<u>\$ (2,370)</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	155,633	457,648	821,673	759,858	709,733	599,778	664,443
CASH RECEIPTS:													
2017 Assessment	-	27,264	600	-	2,830	1,090	2,910	-	-	-	13,700	-	48,394
2018 Assessment	-	-	-	-	-	43,970	395,750	430,930	8,800	-	-	-	879,450
Special Assessments	-	27,264	600	-	2,830	45,060	398,660	430,930	8,800	-	13,700	-	927,844
Interest Income	(85)	1,289	659	580	703	320	160	480	880	800	750	630	7,166
Special Event Revenue	17,979	26,476	56,477	30,606	23,192	5,610	370	2,130	10,280	15,000	4,120	12,160	204,400
Sub-total cash receipts	17,894	55,029	57,736	31,186	26,725	50,990	399,190	433,540	19,960	15,800	18,570	12,790	1,139,410
CASH DISBURSEMENTS:													
OFFICE DISBURSEMENTS													
PSD Personnel Costs	24,017	36,218	23,694	23,674	22,329	21,470	32,220	21,470	21,470	21,470	21,470	21,470	290,972
727.00 Postage	-	-	-	-	-	400	-	-	-	400	400	600	1,800
729.00 Supplies	76	63	65	367	190	280	280	280	280	280	280	280	2,721
801.02 Legal	59	117	-	422	258	250	250	250	250	250	250	250	2,606
802.01 Audit	-	-	675	-	-	90	-	-	-	-	-	-	765
811.00 Other Contractual Service	100	100	100	100	100	90	90	90	90	90	90	90	1,130
933.02 Equipment Maintenance	-	243	-	-	252	300	-	-	300	-	-	300	1,395
851.00 Telephone	101	101	101	101	101	150	140	150	140	150	150	150	1,535
955.01 Training	-	-	-	-	269	90	80	80	90	80	80	90	859
955.03 Memberships & Dues	-	-	250	-	290	-	130	30	-	270	370	-	1,340
955.04 Conferences & Workshops	69	25	-	79	-	300	700	250	-	-	400	100	1,923
942.00 Computer Equipment Rental	1,513	1,513	1,513	1,513	1,513	1,510	1,510	1,510	1,510	1,510	1,510	1,550	18,175
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	26,305	36,775	25,485	25,505	25,875	26,375	26,255	341,721
PROGRAM DISBURSEMENTS													
DPS Downtown Maintenance	13,414	17,334	11,984	10,920	8,508	9,430	11,000	7,860	12,570	11,000	7,850	23,570	145,440
Promotion Personnel Costs	2,972	4,554	2,982	3,047	3,047	3,520	5,290	3,520	3,520	3,520	3,520	3,520	43,012
828.03 Valet Services	32,597	(12,427)	-	-	-	-	-	-	-	-	-	-	20,170
829.01 Snow Removal	-	-	-	-	9,417	9,400	9,400	15,400	15,400	-	-	-	59,017
935.02 Maintenance PSD	1,929	42,148	1,863	6,819	4,421	14,700	280	420	9,800	11,200	9,800	9,800	113,180
901.00 Printing & Publishing	-	1,140	194	-	-	-	-	-	-	-	-	-	-
901.04 Marketing & Advertising	22,526	30,029	34,541	13,666	12,155	31,250	15,000	7,500	5,000	5,000	10,000	5,000	191,667
901.05 Public Relations	1,500	-	2,500	-	226	1,000	1,000	1,000	-	1,000	1,000	1,000	10,226
903.00 Tenant Recruitment	1,383	706	7,902	6,278	3,180	8,330	8,330	8,330	8,330	8,330	8,330	8,370	77,799
909.00 Special Events	14,294	8,049	14,999	17,581	14,125	62,000	10,000	-	-	-	37,000	8,000	186,048
904.00 PSD Magazine	-	-	-	-	27,886	31,000	-	-	-	-	23,000	-	81,886
829.02 Web Site Maintenance	300	-	-	-	1,500	100	100	-	1,650	-	1,650	-	5,300
Sub-total Program Disbursements	90,915	91,533	76,965	58,311	84,465	170,730	60,400	44,030	56,270	40,050	102,150	59,260	933,745
Total Disbursements	118,225	131,288	104,738	85,942	111,142	197,035	97,175	69,515	81,775	65,925	128,525	85,515	1,275,466
INCREASE (DECREASE) IN CASH BALANCE	(100,331)	(76,259)	(47,002)	(54,756)	(84,417)	(146,045)	302,015	364,025	(61,815)	(50,125)	(109,955)	(72,725)	(136,056)
ENDING CASH BALANCE	564,112	487,853	440,851	386,095	301,678	155,633	457,648	821,673	759,858	709,733	599,778	527,053	528,387



The Shopping District

Special Events Committee

December 2018

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

Staff: Tighe, Brook, Yerks

1. No meeting was held in December
2. **Birmingham Winter Markt**
 - a. **Vendors** – 65 vendors participated (up from 54 in 2017 and 47 in 2016).
 - b. **Tree Lighting Ceremony** – sponsored by Wells Fargo Advisors was very well attended and was a great start to the festivities.
3. **Window Decorating Contest**
 - a. Nine merchants/restaurants registered to participate in the contest.
 - b. St. Croix was selected as the winner and will receive a ¼ page ad in the spring Birmingham Magazine.
4. **Santa House & Carriage Rides**
 - a. **Santa House & Carriage Rides** – continued on Saturdays and Sundays and were also available on Christmas Eve.
 - b. **Lincoln of Troy** – once again sponsored the Warming Tent outside of Santa House for two Saturdays.
5. **Birmingham Restaurant Week**
 - a. **Dates** – the promotion will run January 28 – February 1 and February 4 – 8.
 - b. **Bank of Ann Arbor** – will once again be the presenting sponsor with a \$5,000 commitment.
 - c. **Restaurants** – are continuing to register to participate and have started providing their menus.

Upcoming Events

January 28 - February 1 and February 4 – 8 – Birmingham Restaurant Week

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, January 11, 2019 at 8:30 a.m.

2017-18 Budget: \$200,000

Remaining balance after November vouchers: \$84,661



2018 Summary

Birmingham Winter Markt continues to build popularity among the community. We enjoyed large attendance all three days of the event (even with rain on Saturday). Estimated attendance 14,000-16,000.

We surveyed 55 patrons throughout the weekend. Results:

- 25% Birmingham residents; 16% from Bloomfield, 11% from Troy.
- Facebook was by far the most frequent advertising source shared (50%). Print ads made up about 1/3 of the responses
- 47% of survey participants visited the Winter Markt for the first time this year, 29% visited 1-3 times; 11% visited 4-6, and 13% reported they have visited every year.

SPONSORSHIPS:

Presenting Sponsors @ \$10,000 each:
Mercedes Benz of Bloomfield Hills

Tree Lighting Sponsor @ \$5,000
Wells Fargo Advisors

Silver Sponsors @ \$2,000:
The Community House

Bronze Sponsors @ \$1,000:
Bank of Ann Arbor
Beaumont Children's Hospital
Birmingham Country Club
Mercedes Benz Financial Services
Mercedes Benz Research & Development
Plum Market
Somerset Ophthalmology
Surnow Company

Carriage Rides @ \$1,000
Departure Travel Management
Lucido Fine Jewelry

Willkommen Booth Sponsors (\$500 each) enjoyed interaction with patrons:
Renewal by Andersen
CIBC
Christian Science Reading Room

Light-Up Baton Sponsor @ \$500
KW Domain

Booth Sponsors @ \$400 (making it possible for a local non-profit to participate):
TDR Orthodontics
Mills Pharmacy

Friend Sponsor @ \$100
Gibbs Planning Group

TOTAL SPONSORSHIPS = \$29,900
65 Vendors – increase from 54 in 2017 and 47 in 2016



Marketing & Advertising Committee Meeting December 13, 2018

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

Staff: Tighe, Gamboa

The Shopping District

1. Welcome and Introductions

PRESENT: Darakjian, Kay, Pohlod

ABSENT: Benkert, Champagne, Eid, Lundberg

ADMINISTRATION: Gamboa, Tighe

2. Social Media

The committee talked about goals and new ideas for the BSD's Facebook, Twitter and Instagram accounts. BSD staff members are working on a social media request for proposal that will go out in early January.

3. Birmingham Magazine

The committee discussed ideas for the 2019 editions of the Birmingham Magazine. The committee will meet with HOUR Media in January to discuss plans for the spring/summer edition.

4. Holiday Advertising & Top Performers Overview

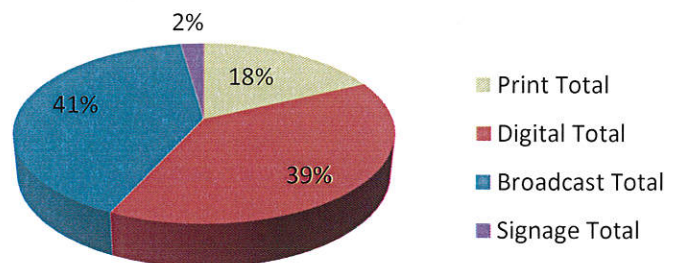
In addition to paid television spots on Channel 4, 7, Comcast, AT&T UVerse and On Demand, the BSD enjoyed live shopping segments on Channel 4 (12 Days of Christmas sponsor), Channel 2 and Channel 7. Holiday advertising efforts included an extensive variety of print, digital and broadcast placements. Promotions for holiday events, valet parking, shopping and dining were in the following media outlets:

Print – Eccentric, Eagle, Downtown

Publications, Birmingham Magazine, Jewish News, SEEN, Grosse Pointe News, Rochester Gazette, Wochen-Post, Broadway In Detroit programs, Logical Solutions promotion cards and Metro Parent Magazine. **Top print performers:** Eagle, Downtown Publications and the Birmingham Magazine.

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

2018 Holiday Advertising



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

Signage – I-75 Billboard and kiosk poster

NEXT MEETING: Thursday, January 17, 2019 at 8:30 a.m.

2017-18 Budget: \$150,000

Remaining balance after November vouchers: \$52,814

Magazine 2017-18 Budget: \$85,000

Remaining balance after November vouchers: \$31,752



The Shopping District

Maintenance/Capital Improvement Committee

No meeting held in December.

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

Staff: Tighe, Jurek, Laird, Wood

1. Holiday decorating:

- a. **Merrill Street lighting** - Merrill Streets lights were installed December 16, 2018.

NEXT MEETING: Tuesday, January 8, 2018 at 8:00 a.m.

2018-19 Budget: \$70,000

Remaining balance after November vouchers: \$38,579

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

Remaining balance after November vouchers: \$29,767



The Shopping District

Business Development Committee Meeting

December 3, 2018 at 8:30 AM

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

Staff: Tighe

1. Welcome and Introductions

PRESENT: Quintal, Surnow, Hockman, McKenzie

ABSENT: none

ADMINISTRATION: Tighe

2. Tenant recruitment process

- a. Committee discussed 2019 recruitment and marketing strategy. The group decided to put the Buxton contract on "hold" for a brief period as the BSD continues to pursue the current list of prospective retailers. Additionally, the committee is evaluating a more robust marketing campaign, and considering other programs to incentivize retail attraction in the city.
- b. Committee reviewed the retail pipeline report.
- c. The group reviewed the available properties updates on the website.

3. Retention and growth

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

NEXT MEETING: January 24, 2018 at 8:30 AM

2017-18 Budget: \$100,000

Remaining after December vouchers: \$78,158

Opportunity Pipeline Report January 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. Conference call in January to discuss.
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/MOVED/CLOSED IN LAST 12 MONTHS

JANUARY 2019

Office Occupancy Rate 87%

Retail Occupancy Rate 95%

Name of Business	Property Address	Street Name	Notes	Date of notification	Scheduled to Open/Moved/Closed/Opened in last 12 months
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/MOVED/CLOSED IN LAST 12 MONTHS

JANUARY 2019

Office Occupancy Rate 87%

Retail Occupancy Rate 95%

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	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	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
Supernatural	303	Maple Road, East	Apparel & Accessories	12/1/2017	Opened
Massage Envy	34256	Woodward Avenue	Salon/Spa	11/13/2017	Opened
Verizon	135	Old Woodward, South		4/13/2018	Opened

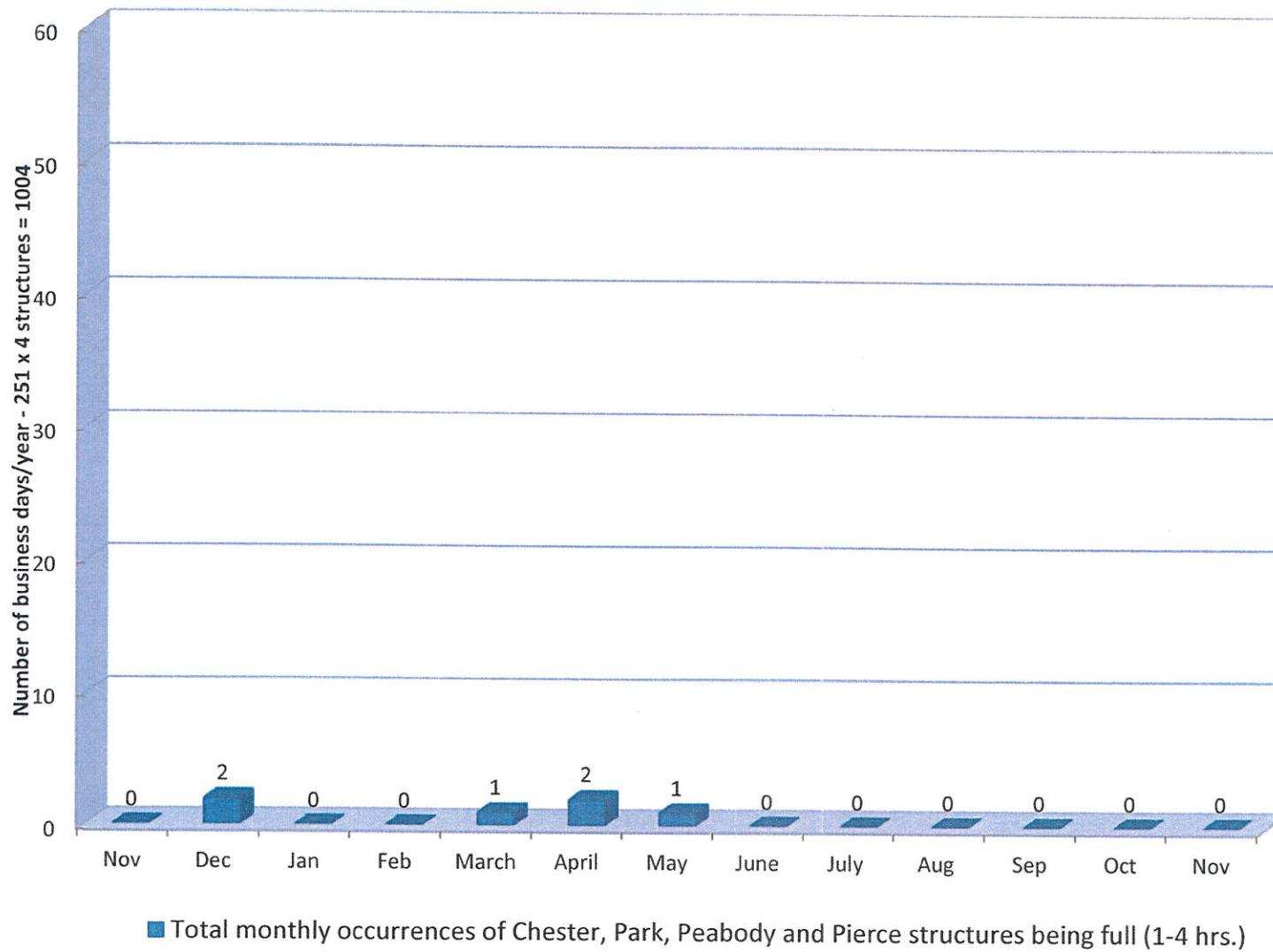
Structure Occupancy at 1pm Tuesday-Thursday

Available Spaces

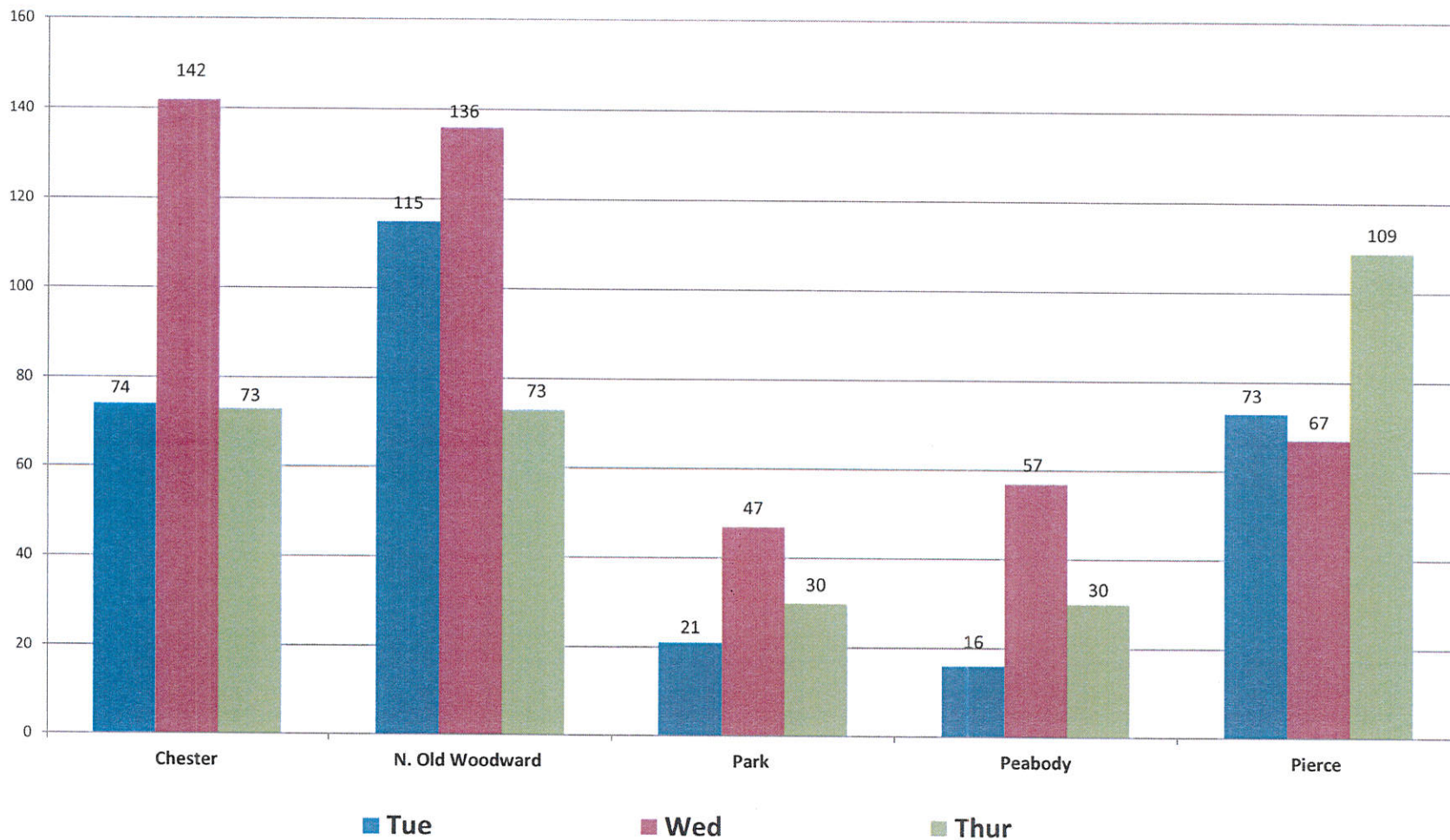
NOVEMBER 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 Chester-57 N.O.W.-55 Park-42 Peabody-66 Pierce-173	2	3
4	5	6 Chester-75 N.O.W.-66 Park-10 Peabody-5 Pierce-37	7 Chester-33 N.O.W.-24 Park-12 Peabody-29 Pierce-48	8 Chester-43 N.O.W.-28 Park-24 Peabody-51 Pierce-67	9	10
11	12	13 Chester-44 N.O.W.-87 Park-35 Peabody-8 Pierce-67	14 Chester-39 N.O.W.-50 Park-5 Peabody-43 Pierce-71	15 Chester-109 N.O.W.-126 Park-44 Peabody-46 Pierce-120	16	17
18	19	20 Chester-133 N.O.W.-241 Park-18 Peabody-26 Pierce-98	21 Chester-486 N.O.W.-432 Park-141 Peabody-82 Pierce-119	22 Thanksgiving Closed	23	24
25	26	27 Chester-42 N.O.W.-67 Park-20 Peabody-26 Pierce-88	28 Chester-10 N.O.W.-36 Park-29 Peabody-8 Pierce-28	29 Chester-82 N.O.W.-82 Park-10 Peabody-13 Pierce-74	30	
		Notes:				

2017-18 Combined Parking Structure Full Status

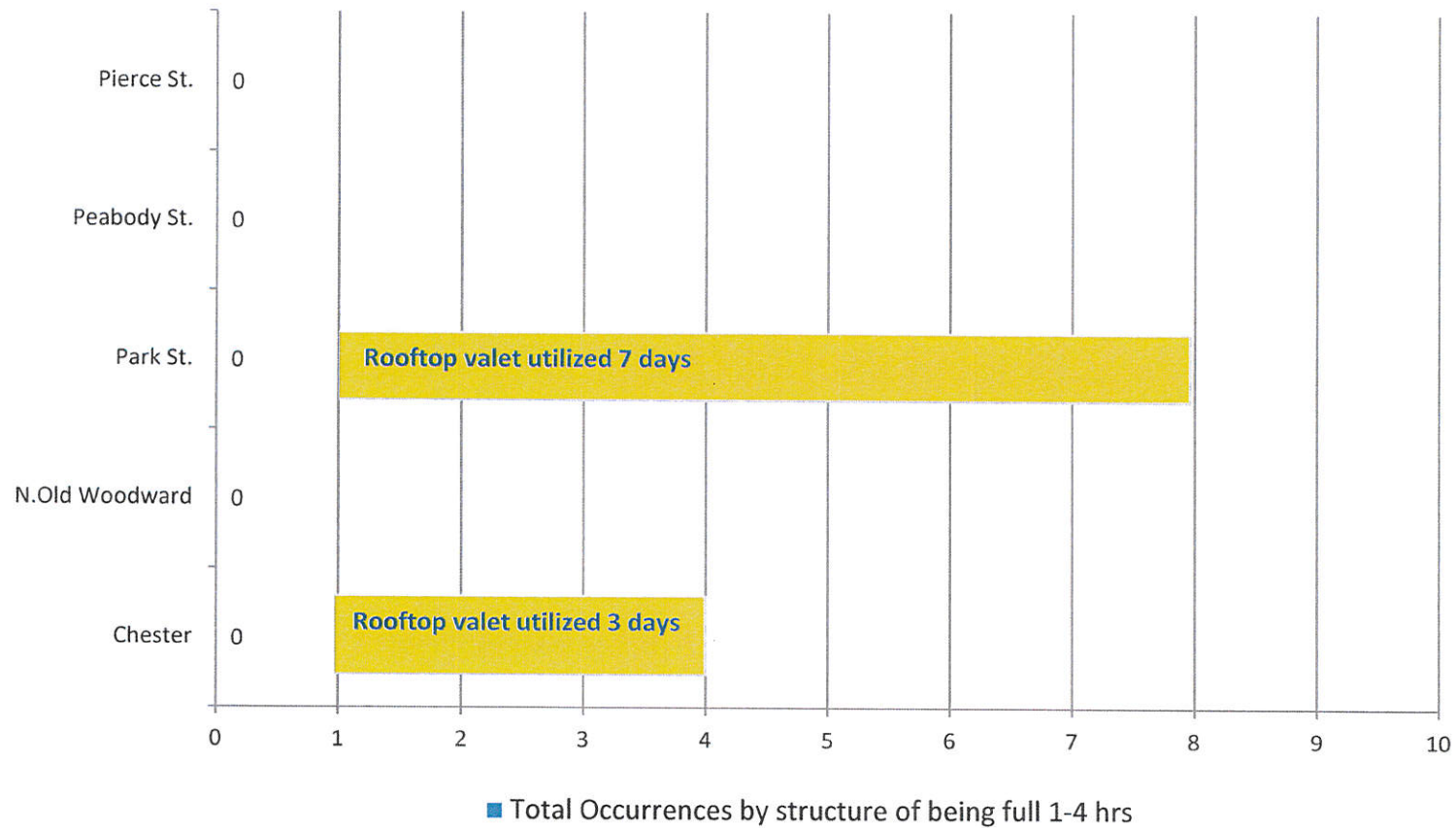


Structure Occupancy at 1 pm Tuesday-Thursday Average Available Spaces - November 2018

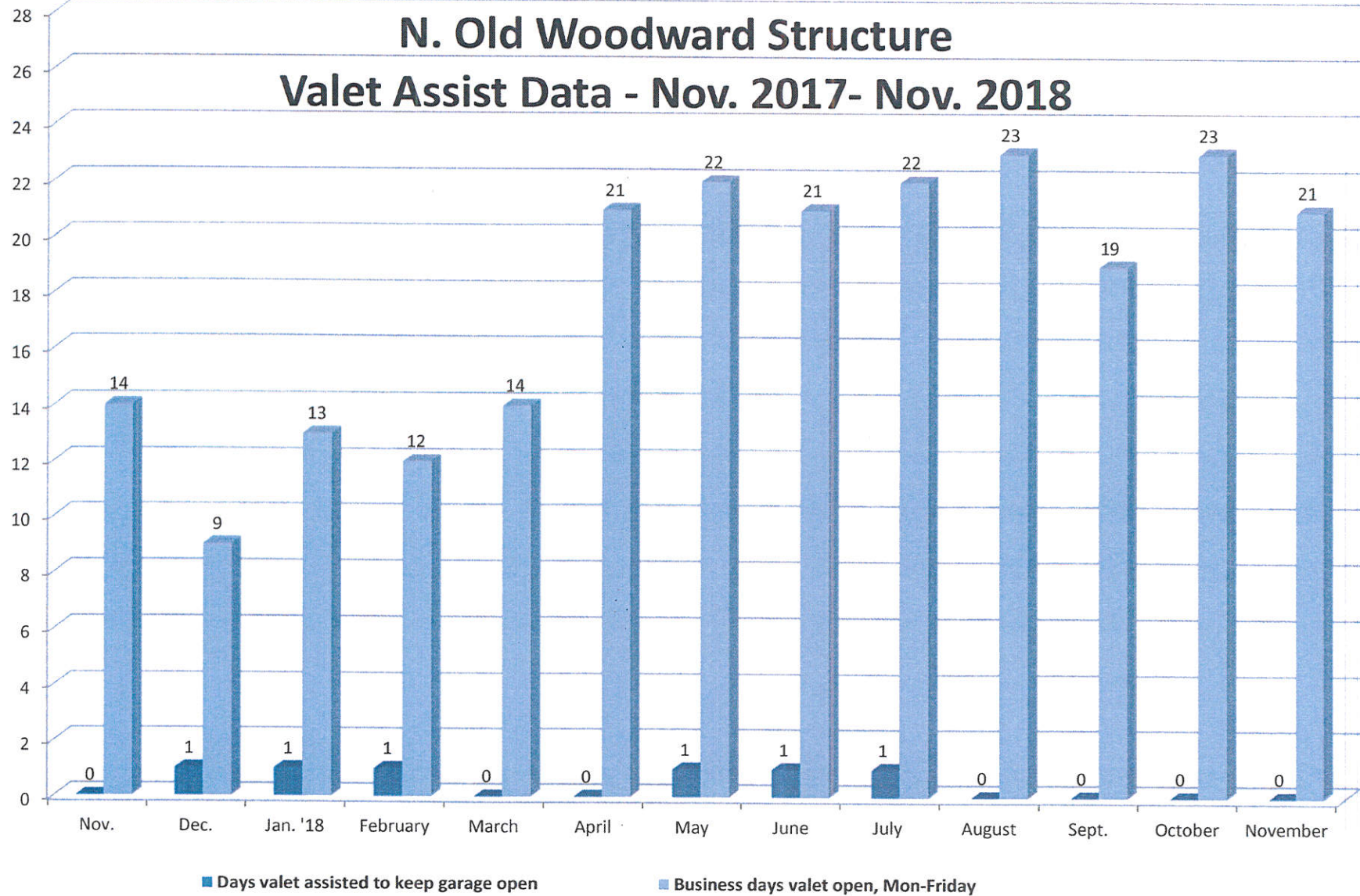


Parking Full Status by Structure

November 2018 Business Days Only (M-Friday)



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



Birmingham Principal Shopping District Board

Voucher List For: 01/03/2019

Early Rel	Vendor	Description	Account	Amount
	21ST CENTURY MEDIA-MICHIGAN	WINTER MARKT ANO SBS ADVERTISING	MARKETING & ADVERTISING	751.00
	ART/DESIGN GROUP LTD	ARTWORK FOR CARRIAGE RIDES ANO RESTAURANT WEEK	MARKETING & ADVERTISING	341.25
	BEIER HOWLETT P.C.	ATTORNEY FEES FOR GIFT CARO PROCESS	OTHER LEGAL	692.07
	C & N PARTY RENTALS	SANTA HOUSE WARMING TENT	SPECIAL EVENTS	553.63
	COMCAST SPOTLIGHT	HOLIDAY ADVERTISING	MARKETING & ADVERTISING	801.00
	COSTAR REALTY INFORMATION, INC	ONLNE TENTANT RECRUITMENT SUBSCRIPTION	TENANT RECRUITMENT	680.00
	DAN DECKER	REFUND FOR FARMERS MARKET	SPECIAL EVENTS	90.00
	DIG- DETROIT	SMALL BUSINESS SATURDAY ADVERTISING	MARKETING & ADVERTISING	1,950.00
	DOWNTOWN PUBLICATIONS INC	RESTAURANT WEEK ADVERTISING	MARKETING & ADVERTISING	328.00
	GAZETTE MEDIA GROUP, INC.	HOLIDAY ADVERTISING	MARKETING & ADVERTISING	350.00
	GRAPHICS EAST, INC	PRINTING OF NEW VISITOR GUIDE	MARKETING & ADVERTISING	1,945.00
	GROSSE POINTE NEWS	HOLIDAY ADVERTISING	MARKETING & ADVERTISING	75.00
	HOURL MEDIA LLC	WINTER MAGAZINE	PRINTING PSO MAGAZINE	26,615.79
	ICSC	NEW YORK AO	TENANT RECRUITMENT	1,900.00
	IDEACORE, LLC	MAINTAIN OLD EMAIL ADDRESSES	WEB SITE MAINTENANCE	60.00
	LOGICAL SOLUTIONS ENTERPRISE INC	PRINTING GIFT CERTIFICATES	MARKETING & ADVERTISING	89.00
	MICHIGAN RETAILERS A	MEMBERSHIP FEE	MEMBERSHIP & DUES	130.00
	MLIVE MEDIA GROUP	GENERAL, WINTER MARKT, ANO SBS ADVERTISING	MARKETING & ADVERTISING	1,720.00
	NICK'S MAINTENANCE SERVICE	SNOW CLEARING SERVICES FOR JANUARY 2019	SNOW REMOVAL CONTRACT	9,908.00
	NORDAMERIKANISCHE WOCHEN-POST	WINTER MARKT ADVERTISING	MARKETING & ADVERTISING	427.50
	OBSERVER & ECCENTRIC	HOLIDAY ADVERTISING	MARKETING & ADVERTISING	1,414.28

Birmingham Principal Shopping District Board

Voucher List For: 01/03/2019

OFFICE DEPOT INC	MISC OFFICE SUPPLIES	OPERATING SUPPLIES	57.38
POINTE NEWS INCORPORATED	HOLIDAY ADVERTISEMENT	MARKETING & ADVERTISING	549.00
RACHEL WINER	DECEMBER 11-JANUARY 11 SOCIAL MEDIA MANAGEMENT	MARKETING & ADVERTISING	850.00
SIGNS-N-DESIGNS INC	SIGNS FOR WINTER MARKT AND CARRIAGE RIDES	MARKETING & ADVERTISING	761.00
SP+ CORPORATION	JANUARY EMPLOYEE PARKING	OTHER CONTRACTUAL SERVICE	100.00
THE COMMUNITY HOUSE	BATES STREET DINNER AD	MARKETING & ADVERTISING	500.00
VERIZON WIRELESS	INGRID AND JAIMI CELL PHONE	TELEPHONE	101.34
WDIV/TV4	WINTER MARKT AND SBS ADVERTISING	MARKETING & ADVERTISING	1,000.00
WXYZ/TV 7	SMALL BUSINESS SATURDAY ADVERTISING	MARKETING & ADVERTISING	4,900.00
ZORO'S CHRISTMAS LIGHTS	WINTER MARKT TENTS & GARLAND, SANTA HOUSE LIGHTS & TREES AND MERRILL LIGHTS	SPECIAL EVENTS	22,510.00
* BARBARA BOZ BOUTIQUE	SBS BONUS BUCKS	MARKETING & ADVERTISING	20.00
* BATEEL	HOLIDAY GIFTS FOR BOARD MEMEBERS	PUBLIC RELATIONS	131.88
* PETRA CAMPBELL	WORK AT SMALL BUSINESS SATURDAY AND WINTER MARKT	SPECIAL EVENTS	292.50
* EDWARD MORYKWA	PHOTOGRAPHY SERVICES AT WINTER MARKT	SPECIAL EVENTS	400.00
* ENGLISH GARDENS	HOLIDAY INSTALL	MAINTENANCE SHOPPING DI	1,884.40
* FOUND OBJECTS	SBS BONUS BUCKS	MARKETING & ADVERTISING	120.00
* GAZELLE SPORTS	SBS BONUS BUCKS	MARKETING & ADVERTISING	90.00
* H & P PROTECTIVE SERVICES, INC.	SECURITY AT WINTER MARKT	SPECIAL EVENTS	1,720.00
* HOTZ CATERING & RENTAL PLACE	TENTS, TABLES AND CHAIR RENTAL FOR WINTER MARKT	SPECIAL EVENTS	27,979.40
* MARK VOSS DESIGN	DESIGN BIRMINGHAM SHOPPING DISTRICT GIFT CERTIFICATE	MARKETING & ADVERTISING	400.00

Birmingham Principal Shopping District Board**Voucher List For:** 01/03/2019

*	MICHELA DI NATALE	SBS BONUS BUCKS	MARKETING & ADVERTISING	40.00
*	PR39 INDUSTRIES	DUMPSTERS FOR WINTER MARKT	SPECIAL EVENTS	475.00
*	ROOTS	SBS BONUS BUCKS	MARKETING & ADVERTISING	60.00
*	SHADES OPTICAL	SBS BONUS BUCKS	MARKETING & ADVERTISING	100.00
*	INGRID TIGHE	ICSC NEW YORK	TENANT RECRUITMENT	1,225.54
*	TOP HAT & TAILS CARRIAGE CO INC	PAYMENT 2 OF 2 FOR CARRIAGE RIDES	SPECIAL EVENTS	4,250.00
*	TURNER SANITATION, INC			210.00
			Total:	\$ 121,548.96

Journal Entries

City Credit Card – boosted Facebook post for Gift Certificates	\$ 250.00
City Credit Card – Michigan Downtown Assoc. annual membership	475.00
City Credit Card – Spotify ad promoting shopping, dining and holiday events	1,000.00
Petty Cash – Misc supplies for Santa House	106.59
Total Journal Entries	\$ 1,831.59
TOTAL VOUCHERS AND JOURNAL ENTRIES	\$ 123,380.55
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The Shopping District

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

BSD COMMITTEES
MONTHLY MEETING SCHEDULE
JANUARY 2019

<u>BSD BOARD</u>	<u>THURS 1/3 @ 8:00 AM – COMMUNITY HOUSE</u>
<u>MAINTENANCE/CAPITAL IMPROVEMENTS</u>	<u>TUESDAY 1/8 @ 8:00 AM – CITY HALL</u>
<u>SPECIAL EVENTS</u>	<u>FRIDAY 1/11 @ 8:30 AM – CITY HALL</u>
<u>MARKETING/ADVERTISING</u>	<u>THURSDAY 1/17 @ 8:30 AM – CITY HALL</u>
<u>BUSINESS DEVELOPMENT</u>	<u>THURSDAY 1/24 @ 8:00 AM – CITY HALL</u>
<u>EXECUTIVE</u>	<u>CANCELED</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).



The Shopping District

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

BSD COMMITTEES
MEETING SCHEDULE

<u>EXECUTIVE</u>	<u>FIRST WEDNESDAY EVERY MONTH</u>
<u>BSD BOARD</u>	<u>FIRST THURSDAY EVERY MONTH</u>
<u>MAINTENANCE/CAPITAL IMPROVEMENTS</u>	<u>SECOND TUESDAY EVERY MONTH</u>
<u>SPECIAL EVENTS</u>	<u>SECOND FRIDAY EVERY MONTH</u>
<u>MARKETING/ADVERTISING</u>	<u>THIRD THURSDAY EVERY MONTH</u>
<u>BUSINESS DEVELOPMENT</u>	<u>FOURTH THURSDAY EVERY MONTH</u>
<u>COMMITTEE CHAIRS</u>	<u>LAST WEDNESDAY EVERY QUARTER</u>

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

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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
REGULAR MEMBERS																	
Richard Astrein	P	P	A	P	P	P	CP	P	P	P	P	P			10	1	91%
Samy Eid	P	P	P	P	P	P	CP	P	P	P	A	A			9	2	82%
Doug Fehan	P	P	P	P	P	A	CP	A	A	P	P	P			8	3	73%
Geoffrey Hockman	P	A	P	A	P	P	CP	A	P	P	P	P			8	3	73%
Zachary Kay								P	P	P	P	P			5	0	100%
Amy Pohlod	P	P	P	A	P	P	CP	P	P	P	P	P			10	1	91%
Steve Quintal	P	P	P	P	P	P	CP	P	P	P	P	A			10	1	91%
Bill Roberts	P	P	P	P	P	P	CP	P	P	P	A	P			10	1	91%
Judy Solomon	A	P	A	P	P	P	CP	P	A	A	A	P			6	5	55%
Sam Surnow	P	P	P	P	P	P	CP	A	P	P	P	P			10	1	91%
Joe Valentine	P	P	P	P	P	P	CP	A	P	P	P	P			10	1	91%
															0	0	#DIV/0!
Reserved															0	0	#DIV/0!
Reserved															0	0	#DIV/0!
Present or Available	9	9	8	8	10	9	10	7	9	10	8	9	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