



The Shopping District

**Birmingham Shopping District Agenda
Thursday November 7, 2019 - 8 a.m.**

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

1. Call to order and Roll Call of Board
2. Recognition of Visitors
3. Approval of Minutes for October 3, 2019
4. Board Member Comments
5. Reports:
 - a. Finance Report
 - b. Executive Director Report – Tighe
 - c. Committee Reports:
 - i. Special Events – Astrein
 - ii. Marketing & Advertising – Pohlod
 - iii. Maintenance and Capital Improvements – Quintal
 - iv. Business Development – Surnow
 - v. Executive Board Report – Hockman
 - d. Parking Report – September 2019
 - e. Chamber Report
6. Approval of Vouchers
7. Unfinished Business
8. New Business
 - a. BSD Committee Application Approval Ara Darakjian – Marketing
 - b. Winter Markt Electrical Service Agreement Extension
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, October 3, 2019 - 8:00 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, October 3, 2019, at 8:02 a.m. in The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, Eid, Fehan, Hockman, Kay, Pohlod, Quintal, Roberts, Surnow, Valentine

ABSENT: Solomon

ALSO PRESENT:

ADMINISTRATION: Tighe, Brook, Gerber

2. RECOGNITION OF VISITORS

3. APPROVAL OF MINUTES

MOTION: Motion by Fehan, seconded by Astrein to approve the minutes dated September 5, 2019.

VOTE: Yeas, 10 Nays, 0 Absent, 1

4. BOARD MEMBER COMMENTS

5. REPORTS

a. FINANCE REPORT – GERBER

Gerber shared that the August balance sheet shows a cash balance of \$514,000. There is still approximately \$21,000 due to the PSD for 2018-2019 assessments. This is good progress since it started in the \$70,000 range. We will keep chipping away at that.

The fund balance is \$468,000. For August we should be about 17% of the way through the budget. Total expenditures for the year are just under 17%. Revenue wise there isn't much money there since we are only collecting interest. More will be coming in when special assessments start being collected in December. There should be enough cash flow to get through December.

Cash flow for two months ended in August is a little below projections. This is mostly related to special event revenue with GM being late with their \$55,000 payment of their Cruise Event sponsorship. Disbursement wise we are doing okay.

Tighe mentioned that the Advisory Parking Committee has formally approved \$25,000 to help with holiday parking.

b. EXECUTIVE DIRECTOR REPORT - TIGHE

No report given

c. COMMITTEE REPORTS:

SPECIAL EVENTS - ASTREIN

Astrein reported that the Harvest Fest at the Farmers Market was a successful event with over 3300 attendees. The End of Season Celebration will be held on Sunday, October 27th.

Santa Walk will be held on Small Business Saturday which is November 30th. The holiday season is a week shorter this year than last so there will be extended hours for Santa and carriage rides.

The window decorating contest will have a "Let it Snow" theme this year. Retailers are encouraged to participate.

Applications are currently being accepted from potential Winter Markt vendors.

MARKETING & ADVERTISING - POHLOD

Pohlod shared that the committee is working on ideas to help promote the district during Maple Road construction in 2020. They have also placed holiday advertisements. There is more of a focus on digital marketing – less television this year. However, there will still be a Live in the D segment.

The Birmingham Magazine has gone through its first round of reviews. The committee is pleased with Renaissance Media and how they are listening to feedback. Renaissance Media is also putting together a promotional video that should be able to be used for business development purposes.

The decision was made to bring social media internal for now.

Fehan asked where digital ads can be seen. Pohlod said that they are using geofencing to target specific areas and that they are getting metrix to see how many hits they are getting.

Hockman asked Pohlod to bring a summary of the statistics gathered from the digital advertising to the next board meeting.

MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL

Quintal reported that there will be different holiday arrangements in the planters this season. They will be using birch and greenery instead of evergreens. He also shared that we are set for planters and hanging baskets for next year.

Valentine let the board know that the advisory parking committee will be evaluating all of the city parking structures and looking at where to invest money to add parking. He said that there has been a shift in demand in regards to which lots are filling most often.

BUSINESS DEVELOPMENT - SURNOW

Surnow shared we are still in limbo with the Lyft contract. He has been told that it is ready and waiting to be signed by the appropriate people at Lyft.

The committee is exploring using the Yiftee platform for Birmingham Bonus Bucks during Maple Road reconstruction. There would be a fee, but it would require much less staff time and merchants would get their money right away. Eid said that he has another company to compare.

There are no significant updates on the retail list. Quintal shared that he is impressed by what Cindy is doing. Hockman agreed and said that it is good to hear that she is building better relationships with property owners.

EXECUTIVE BOARD REPORT - HOCKMAN

No report given.

d. PARKING REPORT - VALENTINE

Valentine reported that the Advisory Parking Committee has vacancies and that the executive committee would like to have representation from the BSD on that committee. They will work to establish a regular spot for a BSD member.

e. CHAMBER REPORT

There was no report from the Chamber.

f. COMMUNITY HOUSE REPORT

There was no report from The Community House.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Astrein, seconded by Pohlod to approve the vouchers, as submitted, dated October 3, 2019.

VOTE: Yeas, 10 Nays, 0 Absent, 1

7. UNFINISHED BUSINESS

8. NEW BUSINESS

a. Extension of Agreement with Worry Free, Inc. for Hanging Baskets

Motion: Motion by Fehan, seconded by Pohlod to approve extension of the agreement with Worry Free, Inc. for hanging flower baskets for the 2020 summer season

VOTE: Yeas, 10 Nays, 0 Absent, 1

b. Extension of Agreement with Mosher Associates, Inc. for Summer Flower Planters

Motion: Motion by Fehan, seconded by Astrein to approve a one-year extension of the agreement with Mosher Associates, Inc. for summer flower planters for the 2020 season

VOTE: Yeas, 10 Nays, 0 Absent, 1

9. INFORMATION

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

10. PUBLIC COMMENTS

Valentine reminded the board that a draft of the master plan will be available later this month and encouraged board members to take a look. There will be a meeting or it can be found at TheBirminghamPlan.com He expects that it will be 5-6 months before it is finalized.

11. ADJOURNMENT – 8:38 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	250.00
247-000.000-005.0000	CASH AND INVESTMENTS	435,839.53
247-000.000-028.0000	MISCELLANEOUS	67,324.72
247-000.000-028.9999	ALLOW FOR DOUBTFUL ACCTS.	(1,613.72)
247-000.000-048.0884	PSD 2018-2019 DELQ	20,487.03
Total Assets		522,287.56
*** Liabilities ***		
247-000.000-200.0000	SUSPENSE ACCOUNT	180.54
247-000.000-202.0000	ACCOUNTS PAYABLE	24,713.59
247-000.000-255.0001	GIFT CERTIFICATES	1,575.00
247-000.000-367.0300	DEFER. INFLOWS - MISCELLANEOUS INV	65,711.00
247-000.000-367.0800	DEFER. INFLOWS - DELQ SPECIAL ASSE	20,487.03
Total Liabilities		112,667.16
*** Fund Balance ***		
247-000.000-391.0000	RETAINED EARNINGS	640,121.84
Total Fund Balance		640,121.84
Beginning Fund Balance - 18-19		640,121.84
Net of Revenues VS Expenditures - 18-19		40,076.96
*18-19 End FB/19-20 Beg FB		680,198.80
Net of Revenues VS Expenditures - Current Year		(270,578.40)
Ending Fund Balance		409,620.40
Total Liabilities And Fund Balance		522,287.56

* Year Not Closed

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 09/30/2019

GL NUMBER	DESCRIPTION	2019-20 ORIGINAL BUDGET	2019-20 AMENDED BUDGET	ACTIVITY FOR MONTH 09/30/19	YTD BALANCE 09/30/2019	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	96,320.00	96,320.00	0.00	0.00	0.00	96,320.00	0.00
USE OF FUND BALANCE		96,320.00	96,320.00	0.00	0.00	0.00	96,320.00	0.00
CHARGES FOR SERVICES								
247-000.000-641.0585	CHARGES TO AUTO PARKING SYSTEM	150,000.00	150,000.00	0.00	0.00	0.00	150,000.00	0.00
CHARGES FOR SERVICES		150,000.00	150,000.00	0.00	0.00	0.00	150,000.00	0.00
INTEREST AND RENT								
247-000.000-664.0000	INVESTMENT INCOME	13,700.00	13,700.00	814.62	2,153.51	0.00	11,546.49	15.72
INTEREST AND RENT		13,700.00	13,700.00	814.62	2,153.51	0.00	11,546.49	15.72
SPECIAL ASSESSMENTS								
247-000.000-672.0247	FUTURE SPECIAL ASSESSEMENTS -	1,030,930.00	1,030,930.00	0.00	0.00	0.00	1,030,930.00	0.00
247-000.000-672.0884	PSD SPEC ASSESS REVENUE 2018-2	24,040.00	24,040.00	1,040.20	1,040.20	0.00	22,999.80	4.33
SPECIAL ASSESSMENTS		1,054,970.00	1,054,970.00	1,040.20	1,040.20	0.00	1,053,929.80	0.10
OTHER REVENUE								
247-000.000-676.0001	CONTR FROM PRIVATE SOURCE	190,000.00	190,000.00	15,490.50	48,381.50	0.00	141,618.50	25.46
OTHER REVENUE		190,000.00	190,000.00	15,490.50	48,381.50	0.00	141,618.50	25.46
Total Dept 000.000		1,504,990.00	1,504,990.00	17,345.32	51,575.21	0.00	1,453,414.79	3.43
TOTAL REVENUES		1,504,990.00	1,504,990.00	17,345.32	51,575.21	0.00	1,453,414.79	3.43
Expenditures								
Dept 298.000 - PUBLIC RELATIONS								
PERSONNEL SERVICES								
247-298.000-702.0001	SALARIES & WAGES DIRECT	31,030.00	31,030.00	2,346.16	7,008.79	0.00	24,021.21	22.59
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	2,410.00	2,410.00	175.85	525.42	0.00	1,884.58	21.80
247-298.000-706.0002	HOSPITALIZATION	11,090.00	11,090.00	426.17	1,278.47	0.00	9,811.53	11.53
247-298.000-706.0007	WORKER'S COMPENSATION	100.00	100.00	7.40	22.08	0.00	77.92	22.08
247-298.000-706.0012	RETIREMNT-DEF CONTR EMPLR	2,990.00	2,990.00	222.87	665.80	0.00	2,324.20	22.27
247-298.000-706.0013	RET HLTH SVGS CONTR EMPLR	690.00	690.00	69.99	209.97	0.00	480.03	30.43
PERSONNEL SERVICES		48,760.00	48,760.00	3,248.44	9,710.53	0.00	39,049.47	19.91
Total Dept 298.000 - PUBLIC RELATIONS		48,760.00	48,760.00	3,248.44	9,710.53	0.00	39,049.47	19.91
Dept 441.005 - DOWNTOWN MAINTENANCE								
PERSONNEL SERVICES								
247-441.005-702.0001	SALARIES & WAGES DIRECT	54,210.00	54,210.00	4,239.97	15,574.85	0.00	38,635.15	28.73
247-441.005-702.0002	OVERTIME PAY	24,200.00	24,200.00	3,967.92	11,673.07	0.00	12,526.93	48.24
247-441.005-702.0003	LONGEVITY	360.00	360.00	0.00	0.00	0.00	360.00	0.00
247-441.005-706.0001	FICA	6,200.00	6,200.00	610.50	2,030.62	0.00	4,169.38	32.75
247-441.005-706.0002	HOSPITALIZATION	10,380.00	10,380.00	1,619.28	4,774.00	0.00	5,606.00	45.99

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 09/30/2019

GL NUMBER	DESCRIPTION	2019-20	2019-20	ACTIVITY FOR	YTD BALANCE	ENCUMBERED	UNENCUMBERED	% BDGT USED
		ORIGINAL BUDGET	AMENDED BUDGET	MONTH 09/30/19	09/30/2019	YEAR-TO-DATE	BALANCE	
Fund 247 - PRINCIPAL SHOPPING DISTRICT								
Expenditures								
247-441.005-706.0003	LIFE INSURANCE	200.00	200.00	24.25	75.76	0.00	124.24	37.88
247-441.005-706.0004	RETIRE CONTRIB HEALTH	12,500.00	12,500.00	1,714.49	2,853.99	0.00	9,646.01	22.83
247-441.005-706.0005	DENTAL/OPTICAL	840.00	840.00	61.96	198.67	0.00	641.33	23.65
247-441.005-706.0006	LT/ST DISABILITY	610.00	610.00	62.90	200.50	0.00	409.50	32.87
247-441.005-706.0007	WORKER'S COMPENSATION	1,500.00	1,500.00	161.18	551.89	0.00	948.11	36.79
247-441.005-706.0010	RETIREMENT EMPLOYER CNTB	9,570.00	9,570.00	1,059.31	2,063.66	0.00	7,506.34	21.56
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	2,060.00	2,060.00	532.97	1,549.19	0.00	510.81	75.20
247-441.005-706.0013	RET HLTH SVGS CONTR EMPLR	1,010.00	1,010.00	153.03	500.33	0.00	509.67	49.54
PERSONNEL SERVICES		123,740.00	123,740.00	14,207.76	42,046.53	0.00	81,693.47	33.98
OTHER CHARGES								
247-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	43,000.00	43,000.00	2,901.76	12,389.70	0.00	30,610.30	28.81
OTHER CHARGES		43,000.00	43,000.00	2,901.76	12,389.70	0.00	30,610.30	28.81
Total Dept 441.005 - DOWNTOWN MAINTENANCE								
		166,740.00	166,740.00	17,109.52	54,436.23	0.00	112,303.77	32.65
Dept 748.000 - PRINCIPAL SHOPPING DISTRICT								
PERSONNEL SERVICES								
247-748.000-702.0001	SALARIES & WAGES DIRECT	215,130.00	215,130.00	15,891.35	50,601.27	0.00	164,528.73	23.52
247-748.000-706.0001	FICA	16,460.00	16,460.00	1,167.11	3,725.31	0.00	12,734.69	22.63
247-748.000-706.0002	HOSPITALIZATION	43,930.00	43,930.00	3,378.62	10,111.84	0.00	33,818.16	23.02
247-748.000-706.0003	LIFE INSURANCE	950.00	950.00	72.34	217.02	0.00	732.98	22.84
247-748.000-706.0004	RETIRE CONTRIB HEALTH	5,620.00	5,620.00	935.34	1,403.01	0.00	4,216.99	24.96
247-748.000-706.0005	DENTAL/OPTICAL	2,010.00	2,010.00	153.98	461.94	0.00	1,548.06	22.98
247-748.000-706.0006	LT/ST DISABILITY	880.00	880.00	67.60	202.80	0.00	677.20	23.05
247-748.000-706.0007	WORKER'S COMPENSATION	680.00	680.00	79.56	247.80	0.00	432.20	36.44
247-748.000-706.0010	RETIREMENT EMPLOYER CNTB	3,380.00	3,380.00	563.34	845.01	0.00	2,534.99	25.00
247-748.000-706.0012	RETIREMNT-DEF CONTR EMPLR	9,280.00	9,280.00	713.60	2,140.80	0.00	7,139.20	23.07
247-748.000-706.0013	RET HLTH SVGS CONTR EMPLR	1,820.00	1,820.00	140.00	420.00	0.00	1,400.00	23.08
PERSONNEL SERVICES		300,140.00	300,140.00	23,162.84	70,376.80	0.00	229,763.20	23.45
OTHER CHARGES								
247-748.000-801.0200	OTHER LEGAL	3,000.00	3,000.00	422.28	1,208.19	0.00	1,791.81	40.27
247-748.000-802.0100	AUDIT	740.00	740.00	192.50	192.50	0.00	547.50	26.01
247-748.000-811.0000	OTHER CONTRACTUAL SERVICE	0.00	0.00	100.00	2,865.00	0.00	(2,865.00)	100.00
247-748.000-828.0300	PARKING VALET SERVICES	150,000.00	150,000.00	0.00	0.00	0.00	150,000.00	0.00
247-748.000-829.0100	SNOW REMOVAL CONTRACT	59,000.00	59,000.00	0.00	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	0.00	5,500.00	0.00
247-748.000-851.0000	TELEPHONE	1,750.00	1,750.00	102.46	306.16	0.00	1,443.84	17.49
247-748.000-901.0400	MARKETING & ADVERTISING	250,000.00	250,000.00	5,671.50	32,856.35	0.00	217,143.65	13.14
247-748.000-901.0500	PUBLIC RELATIONS	10,000.00	10,000.00	807.18	2,807.18	0.00	7,192.82	28.07
247-748.000-903.0000	TENANT RECRUITMENT	100,000.00	100,000.00	4,231.58	12,258.24	0.00	87,741.76	12.26
247-748.000-904.0000	PRINTING PSD MAGAZINE	60,000.00	60,000.00	14,981.67	44,945.01	0.00	15,054.99	74.91
247-748.000-909.0000	SPECIAL EVENTS	200,000.00	200,000.00	1,999.20	52,246.43	0.00	147,753.57	26.12
247-748.000-933.0200	EQUIPMENT MAINTENANCE	1,200.00	1,200.00	0.00	259.89	0.00	940.11	21.66
247-748.000-935.0200	MAINTENANCE SHOPPING DIST	100,000.00	100,000.00	638.40	27,427.19	0.00	72,572.81	27.43
247-748.000-942.0000	COMPUTER EQUIPMENT RENTAL	19,560.00	19,560.00	1,630.00	4,890.00	0.00	14,670.00	25.00
247-748.000-944.0000	BUILDING OR FACILITY RENT	12,000.00	12,000.00	1,000.00	3,000.00	0.00	9,000.00	25.00
247-748.000-955.0100	TRAINING	1,000.00	1,000.00	0.00	0.00	0.00	1,000.00	0.00
247-748.000-955.0300	MEMBERSHIP & DUES	1,600.00	1,600.00	250.00	825.00	0.00	775.00	51.56
247-748.000-955.0400	CONFERENCES & WORKSHOPS	3,000.00	3,000.00	150.00	157.30	0.00	2,842.70	5.24

10/25/2019 08:02 AM
 User: kwickenheiser
 DB: Birmingham

REVENUE AND EXPENDITURE REPORT

Page: 3/3

PERIOD ENDING 09/30/2019

GL NUMBER	DESCRIPTION	2019-20	2019-20	ACTIVITY FOR	YTD BALANCE	ENCUMBERED	UNENCUMBERED	% BDGT USED
		ORIGINAL BUDGET	AMENDED BUDGET	MONTH 09/30/19	09/30/2019	YEAR-TO-DATE	BALANCE	
Fund 247 - PRINCIPAL SHOPPING DISTRICT								
Expenditures								
247-748.000-957.0400	LIAB INSURANCE PREMIUMS	4,500.00	4,500.00	375.00	1,125.00	0.00	3,375.00	25.00
OTHER CHARGES		982,850.00	982,850.00	32,551.77	187,369.44	0.00	795,480.56	19.06
SUPPLIES								
247-748.000-727.0000	POSTAGE	3,000.00	3,000.00	0.00	0.00	0.00	3,000.00	0.00
247-748.000-729.0000	OPERATING SUPPLIES	3,500.00	3,500.00	22.23	260.61	0.00	3,239.39	7.45
SUPPLIES		6,500.00	6,500.00	22.23	260.61	0.00	6,239.39	4.01
Total Dept 748.000 - PRINCIPAL SHOPPING DISTRICT		1,289,490.00	1,289,490.00	55,736.84	258,006.85	0.00	1,031,483.15	20.01
TOTAL EXPENDITURES		1,504,990.00	1,504,990.00	76,094.80	322,153.61	0.00	1,182,836.39	21.41
Fund 247 - PRINCIPAL SHOPPING DISTRICT:								
TOTAL REVENUES		1,504,990.00	1,504,990.00	17,345.32	51,575.21	0.00	1,453,414.79	3.43
TOTAL EXPENDITURES		1,504,990.00	1,504,990.00	76,094.80	322,153.61	0.00	1,182,836.39	21.41
NET OF REVENUES & EXPENDITURES		0.00	0.00	(58,749.48)	(270,578.40)	0.00	270,578.40	100.00

PRINCIPAL SHOPPING DISTRICT
CASH FLOW
FOR THE MONTH OF SEPTEMBER 2019

<u>DESCRIPTION</u>	<u>PROJECTED</u>	<u>ACTUAL</u>	<u>VARIANCE</u>
BEGINNING CASH BALANCE	\$ 537,810	\$ 514,767	\$ (23,043)
CASH RECEIPTS:			
Special Assessments	7,214	1,040	(6,174)
Interest Income	560	815	255
Gift Certificates In	-	-	-
Advisory Parking Committee	-	-	-
Special Event Revenue	<u>42,400</u>	<u>15,491</u>	<u>(26,909)</u>
Sub-total cash receipts	50,174	17,346	(32,828)
CASH DISBURSEMENTS:			
OFFICE DISBURSEMENTS			
PSD Personnel Costs	22,990	23,163	(173)
727.0000 Postage	400	-	400
729.0000 Supplies	310	62	248
801.0200 Legal	250	504	(254)
802.0100 Audit	330	192	138
811.0000 Other Contractual Service	-	200	(200)
933.0200 Equipment Maintenance	300	-	300
851.0000 Telephone	140	205	(65)
955.0100 Training	90	-	90
955.0300 Memberships & Dues	320	575	(255)
955.0400 Conferences & Workshops	-	157	(157)
942.0000 Computer Equipment Rental	1,630	1,630	-
957.0400 Liability Insurance	375	375	-
944.0000 Building Rent	<u>1,000</u>	<u>1,000</u>	<u>-</u>
Sub-total Office Disbursements	28,135	28,063	72
PROGRAM DISBURSEMENTS			
DPS Downtown Maintenance	23,600	17,110	6,490
Promotion Personnel Costs	3,810	3,248	562
Gift Certificates Out	100	-	-
828.03 Valet Services	-	-	-
829.0100 Snow Removal	-	-	-
935.0200 Maintenance PSD	1,900	683	1,217
901.0400 Marketing & Advertising	35,000	18,680	16,320
901.0500 Public Relations	1,000	-	1,000
903.0000 Tenant Recruitment	8,330	4,231	4,099
909.0000 Special Events	4,000	9,276	(5,276)
904.0000 PSD Magazine	14,982	14,982	-
829.0200 Web Site Maintenance	<u>-</u>	<u>-</u>	<u>-</u>
Sub-total Program Disbursements	<u>92,722</u>	<u>68,210</u>	<u>24,412</u>
Total Disbursements	120,857	96,273	24,484
INCREASE (DECREASE) IN CASH BALANCE	<u>(70,683)</u>	<u>(78,927)</u>	<u>(8,344)</u>
ENDING CASH BALANCE	<u>\$ 467,127</u>	<u>\$ 435,840</u>	<u>\$ (31,387)</u>

PRINCIPAL SHOPPING DISTRICT
ACTUAL CASH FLOW
FOR THE THREE MONTHS ENDED SEPTEMBER 2019

	DESCRIPTION	PROJECTED	ACTUAL	VARIANCE
	BEGINNING CASH BALANCE	\$ 701,503	\$ 701,503	\$ -
	CASH RECEIPTS:			
	Special Assessments	30,781	27,608	(3,173)
	Interest Income	1,930	2,154	224
	Gift Certificates In	-	100	
	Advisory Parking Committee	-	-	
	Special Event Revenue	<u>110,800</u>	<u>50,107</u>	<u>(60,693)</u>
	Sub-total cash receipts	143,511	79,969	(63,642)
	CASH DISBURSEMENTS:			
	OFFICE DISBURSEMENTS			
	PSD Personnel Costs	83,080	82,000	1,080
727.0000	Postage	400	-	400
729.0000	Supplies	980	281	699
801.0200	Legal	750	1,607	(857)
802.0100	Audit	330	192	138
811.0000	Other Contractual Service	-	2,865	(2,865)
933.0200	Equipment Maintenance	300	260	40
851.0000	Telephone	430	407	23
955.0100	Training	250	-	250
955.0300	Memberships & Dues	400	575	(175)
955.0400	Conferences & Workshops	1,250	471	779
942.0000	Computer Equipment Rental	4,890	4,890	-
957.0400	Liability Insurance	1,125	1,125	-
944.0000	Building Rent	<u>3,000</u>	<u>3,000</u>	<u>-</u>
	Sub-total Office Disbursements	97,185	97,673	(488)
	PROGRAM DISBURSEMENTS			
	DPS Downtown Maintenance	51,950	61,711	(9,761)
	Promotion Personnel Costs	12,930	11,357	1,573
	Gift Certificates Out	200	875	
828.03	Valet Services	-	-	-
829.0100	Snow Removal	-	-	-
935.0200	Maintenance PSD	38,300	34,731	3,569
901.0400	Marketing & Advertising	90,000	39,477	50,523
901.0500	Public Relations	2,000	2,000	-
903.0000	Tenant Recruitment	24,990	19,803	5,187
909.0000	Special Events	45,000	47,741	(2,741)
904.0000	PSD Magazine	14,982	29,964	(14,982)
829.0200	Web Site Maintenance	<u>350</u>	<u>300</u>	<u>50</u>
	Sub-total Program Disbursements	<u>280,702</u>	<u>247,959</u>	<u>33,418</u>
	Total Disbursements	377,887	345,632	32,930
	INCREASE (DECREASE) IN CASH BALANCE	<u>(234,376)</u>	<u>(265,663)</u>	<u>(30,712)</u>
	ENDING CASH BALANCE	<u>\$ 467,127</u>	<u>\$ 435,840</u>	<u>\$ (30,712)</u>

CITY OF BIRMINGHAM
PRINCIPAL SHOPPING DISTRICT
CASH FLOW ANALYSIS
JULY 2019 TO JUNE 2020

DESCRIPTION	ACTUAL			PROJECTED									Total 2019-2020
	JULY 2019	AUGUST 2019	SEPTEMBER 2019	OCTOBER 2019	NOVEMBER 2019	DECEMBER 2019	JANUARY 2020	FEBRUARY 2020	MARCH 2020	APRIL 2020	MAY 2020	JUNE 2020	
BEGINNING CASH BALANCE	701,503	641,999	514,767	435,840	331,372	276,913	163,133	520,981	1,091,447	998,167	893,142	760,121	701,503
CASH RECEIPTS:													
2018 Assessment	3,644	22,924	1,040	-	-	2,000	2,000	2,000	-	-	11,314	-	44,922
2019 Assessment	-	-	-	-	-	52,749	474,737	516,935	10,549	-	-	-	1,054,970
Special Assessments	3,644	22,924	1,040	-	-	54,749	476,737	518,935	10,549	-	11,314	-	1,099,892
Interest Income	(68)	1,407	815	490	380	320	200	580	1,170	1,070	960	820	8,144
Gift Certificates In	50	50			500	500						1,500	2,600
Advisory Parking Committee	-				25,000			125,000					150,000
Special Event Revenue	18,296	16,320	15,491	17,270	23,260	5,610	3,380	2,130	10,280	12,000	4,120	1,150	129,307
Sub-total cash receipts	21,922	40,701	17,346	17,760	49,140	61,179	480,317	646,645	21,999	13,070	16,394	3,470	1,389,943
CASH DISBURSEMENTS:													
OFFICE DISBURSEMENTS													
PSD Personnel Costs	22,660	36,177	23,163	22,990	22,990	22,990	33,140	22,990	22,990	22,990	22,990	22,990	299,060
727.00 Postage	-	-	-	400	400	400	-	-	-	400	400	600	2,600
729.00 Supplies	105	114	62	280	280	280	280	280	280	280	280	280	2,801
801.02 Legal	821	282	504	250	250	250	250	250	250	250	250	250	3,857
802.01 Audit	-	-	192	320	-	90	-	-	-	-	-	-	602
811.00 Other Contractual Service	100	2,565	200	-	-	-	-	-	-	-	-	-	2,865
933.02 Equipment Maintenance	-	260	-	-	-	300	-	-	300	-	-	300	1,160
851.00 Telephone	202	-	205	150	140	150	140	150	140	150	150	150	1,727
955.01 Training	-	-	-	80	80	90	80	80	90	80	80	90	750
955.03 Memberships & Dues	-	-	575	-	400	-	130	30	-	270	370	-	1,775
955.04 Conferences & Workshops	-	314	157	-	-	300	700	250	-	-	400	100	2,221
942.00 Computer Equipment Rental	1,630	1,630	1,630	1,630	1,630	1,630	1,630	1,630	1,630	1,630	1,630	1,630	19,560
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	26,893	42,717	28,063	27,475	27,545	27,855	37,725	27,035	27,055	27,425	27,925	27,765	355,478
PROGRAM DISBURSEMENTS													
DPS Downtown Maintenance	17,341	27,260	17,110	6,050	22,330	22,330	17,530	6,070	6,050	6,050	6,050	22,330	176,501
Promotion Personnel Costs	3,260	4,849	3,248	3,810	3,810	3,810	5,350	3,810	3,810	3,810	3,810	3,810	47,187
Gift Certificates Out	-	875	-	100	100	100	100	100	100	100	100	100	1,775
828.03 Valet Services	-	-	-	-	-	7,500	7,500	-	33,750	33,750	33,750	33,750	150,000
829.01 Snow Removal	-	-	-	-	9,834	9,834	9,834	9,834	9,834	9,830	-	-	59,000
935.02 Maintenance PSD	7,489	26,559	683	7,500	-	2,100	15,000	-	9,700	7,800	9,800	9,800	96,431
901.04 Marketing & Advertising	6,008	14,789	18,680	14,000	15,000	30,000	10,000	20,000	15,000	20,000	20,000	16,000	199,477
901.05 Public Relations	-	2,000	-	1,000	1,000	1,000	1,000	1,000	-	1,000	1,000	1,000	10,000
903.00 Tenant Recruitment	8,914	6,658	4,231	8,330	8,330	8,330	8,330	8,330	8,330	8,330	8,330	8,370	94,813
909.00 Special Events	11,221	27,244	9,276	24,000	14,000	62,000	10,000	-	-	-	37,000	8,000	202,741
904.00 PSD Magazine	-	14,982	14,982	29,963	-	-	-	-	-	-	-	-	59,927
829.02 Web Site Maintenance	300	-	-	-	1,650	100	100	-	1,650	-	1,650	-	5,450
Sub-total Program Disbursements	54,533	125,216	68,210	94,753	76,054	147,104	84,744	49,144	88,224	90,670	121,490	103,160	1,103,302
Total Disbursements	81,426	167,933	96,273	122,228	103,599	174,959	122,469	76,179	115,279	118,095	149,415	130,925	1,458,780
INCREASE (DECREASE) IN CASH BALANCE	(59,504)	(127,232)	(78,927)	(104,468)	(54,459)	(113,780)	357,848	570,466	(93,280)	(105,025)	(133,021)	(127,455)	(68,837)
ENDING CASH BALANCE	641,999	514,767	435,840	331,372	276,913	163,133	520,981	1,091,447	998,167	893,142	760,121	632,666	632,666



The Shopping District

Special Events Committee

October 2, 2019

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

Staff: Tighe, Brook

1. Welcome and Introductions

PRESENT: Astrein, Hussey, Kay

ABSENT: Fehan, Knight, Pohlod, Solomon

ADMINISTRATION: Brook

2. Small Business Saturday

- a. Santa Walk will begin at the Surnow building parking lot at 9:30 a.m. – as it did last year.
- b. Merchants are being encouraged to participate in the Santa Walk and have a “stop” along the route with a giveaway.
- c. To encourage shoppers to visit stores they might not typically frequent, we would like to have “elves” give away ornaments with tags directing shoppers to specific stores. Participating stores would have a giveaway for each shopper who brings in the tagged ornament. Merchants will be asked to have a minimum of 15 giveaways in order to participate.

2. Window Decorating

- a. The theme this year will be “Let it Snow.”
- b. We discussed the idea of having windows covered and having a “Great Reveal” event/promotion. The committee thinks that this is something that would take earlier planning and should not be done this year.

3. Winter Markt

- a. We have confirmed the band Collision Six to perform immediately following the tree lighting to help keep the fun and excitement going.
- b. Brad Galli, WXYZ sports anchor, will be the MC of the tree lighting ceremony.
- c. Vendor applications are still being accepted. We currently have 56 confirmed vendors.

Upcoming Events

November 30 – Santa Walk/Small Business Saturday

December 6 – 8 – Birmingham Winter Markt

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

2019-20 Budget: \$200,000

Remaining balance after November vouchers: \$136,560



The Shopping District

Marketing & Advertising Committee Meeting

October 10, 2019

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

Staff: Tighe, Gamboa

1. Welcome and Introductions

PRESENT: Kay, Knight, Pohlod, Lundberg

ABSENT: Benkert, Champagne, Eid

ADMINISTRATION: Tighe

VISITOR:

2. Holiday Advertising

BSD staff is placing holiday ads in print, digital, signage and broadcast, as directed by the committee at last month's meeting. The committee would like more funds allocated toward digital placements and less toward broadcast (TV commercials). Again this year the BSD will sponsor Local 4's Live in the D 12 Days of Christmas promotion. Seven businesses will donate prizes worth \$257 and enjoy exposure throughout the promotion.

3. Birmingham Magazine

The committee reviewed the second draft of the Birmingham Magazine. Additionally, Renaissance Media is continuing to secure advertising placements. The magazine is being mailed out the first week of November.

4. Renaissance Media Video

Renaissance Media will be working on a 60-90 second video that will provide an overview of the city. It will be used via social media and also sent to potential new businesses.

Renaissance Media anticipates the video being done in November for review.

5. Drone footage

The committee reviewed drone videos of both the Birmingham Cruise and a general showcase of the city. Members provided feedback on elements to change.

6. BSD Webpage

The committee will go out for RFP for a new webpage vendor after the New Year.

NEXT MEETING: Thursday, November 21, 2019 at 8:30 a.m.

Marketing 2019-20 Budget: \$150,000

Remaining balance after November vouchers: \$96,790

Construction 2019-20 Budget: \$100,000

Remaining balance after November vouchers: \$100,000

Magazine 2019-20 Budget: \$60,000

Remaining balance after November vouchers: \$5,074



The Shopping District

Maintenance/Capital Improvement Committee

October 8, 2019

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

Staff: Tighe, Wood, Laird, McGaughey, Jurek

1. Welcome and Introductions

PRESENT: Quintal, Pohlod, Roberts, Ceresnie

ABSENT: Fehan

ADMINISTRATION: Tighe

VISITOR:

2. Holiday Planters:

- a. Holiday planters with birch branches, greenery, etc. will be installed mid-November.

3. North Old Woodward Lighting:

- a. Lighting will be installed mid-November.

4. Merrill Street Lighting:

- a. Merrillwood Collection is undergoing capital improvements on Merrill St. that impede the BSD's ability to put up holiday lighting this year. Construction is anticipated to go through mid-January. Therefore, the committee decided unanimously not to hang the lighting over Merrill Street this year as it does not make sense to pay for only 60-90 days of the decorations.

NEXT MEETING: Tuesday, November 12, 2019 at 8:30 a.m. in City Hall

2019-20 Budget: \$100,000

Remaining balance after November vouchers: \$59,607

Snow removal 2019-20 Budget: \$59,000

Remaining balance after November vouchers: \$59,000



The Shopping District

Business Development Committee Meeting

No meeting held in October

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

Staff: Tighe

1. Retention and growth

- a. The Lyft contract is finalized and the staff is working on the marketing campaign for this initiative. The Lyft rebate will be promoted primarily via a digital marketing campaign.
- b. The BSD staff is working on implementing the e-gift certificates contract.
- c. Merchant meeting was held Oct 24th covering topics such as holiday events, construction updates, and a presentation on branding.

2. Tenant recruitment process

- a. CC Consulting continues to reach out to prospective retailers on our target list.
- b. Cindy will attend the ICSC NY conference in December.

NEXT MEETING: TBD

2019-20 Budget: \$100,000

Remaining after November vouchers: \$76,738

	Code Name	Status	SF	Priority	Notes
1	Women's apparel 11	Lease signed		Summer 2019	Lease signed for 123 West Maple (former Art Loft space). Working on build out and aiming to open November 2019.
2	Athletic apparel	Initial contact			Reviewing our sites
4	cosmetics 2	Initial Contact			Reviewing sites
5	Cosmetics 3	Initial contact			
7	Denim apparel 1	Initial Contact			reviewing sites
8	Designer resale 1	Initial Contact	Boutique	C	Contact left company
9	Electronics 4	Initial contact			
10	Environmentally friendly apparel	Initial contact			
11	Family apparel 1	Initial contact		A	Wants to do a pop up store and if successful would consider permanent store
12	Family apparel 2	Initial contact			Sent sites
13	Furniture 10	Initial contact			
14	Furniture 8	Initial contact			
17	Home accessories	Initial contact			Still considering Steve's space
18	Jewelry	Initial contact			Sent sites
20	Luxury fashion 1	Initial Contact			Reviewing Sites
21	Luxury fashion 2	Initial Contact			Reviewing Sites
22	Luxury fashion 4	Initial Contact			Determining contact
23	Luxury fashion 5	Initial contact			
24	Luxury fashion 6	Initial contact			
25	Luxury fashion accessories 1	Initial Contact			email and telephone follow up
26	Luxury leather goods	Initial Contact			Determining contact
27	Luxury women's shoes	Initial contact			Reviewing whether they could have a store now that they are in Somerset
34	Online cosmetics 2	Initial contact			Sending Sites, reviewing options
37	Online gown and dress retail	Initial Contact		B	Sent new sites
38	Online shoes 1	Initial Contact		B	Sent sites
42	Outdoor apparel 1	Initial contact			
43	Outdoor apparel 2	Initial contact			
44	Skincare/frangrance	Initial contact			Sent sites
46	Toys 2	Initial contact			Still awaiting for decision to see what cities will receive this concept
47	Toys 3	Initial contact			
49	women's and men's apparel 2	Initial Contact			Reviewing sites
50	Women's apparel 1	Initial contact			Sent sites
51	Women's apparel 12	Initial Contact		C	In touch with broker said not sure of MI
53	Women's apparel 14	Initial contact			
54	women's apparel 15	Initial contact			
55	Women's apparel 5	Initial Contact		C	New rep
57	Women's apparel 7	Initial contact			Determining contact
58	Women's apparel and accessories	Initial contact			Determining contact
59	Women's contemporary apparel 1	Initial contact			
60	Women's contemporary apparel 2	Initial contact			Touring 11/12
61	Womens and men apparel 1	Initial contact			
62	Womens and men apparel 2	Initial contact			

86	Electronics 3	Dismissed	Boutique		24 month plan has no Michigan sites
87	Eyeglass 2	Dismissed			New real estate rep, wants a store but Somerset has a 5 yr radius
88	Furniture 2	Dismissed			Project voted down by City
89	Furniture 4	Dismissed		B	Rejected our market.
90	Furniture 6	Dismissed		B	Broker called me. MI is one of three states with special sales tax for parent company which is QVC
91	Furniture 7	Dismissed			
92	Home goods 1	Dismissed			Rejected market
93	Ice Cream 1	Dismissed		B	Broker said they were not interested in the market.
94	Kids enrichment	Dismissed			
95	Lingerie 1	Dismissed			No interest in Birmingham
96	Luxury Apparel 1	Dismissed		A	President nixed site due to foot traffic, prefers Somerset
97	Luxury apparel 2	Dismissed			Took a serious look, but rejected due to too few high end apparel stores.
98	Luxury Apparel with coffee shop	Dismissed		A	She gathered all the costs involved and decided to do on-line for a few months
99	Luxury fashion 3	Dismissed			Not interested
101	Men's apparel 2	Dismissed	Open		Had feedback from their real estate department that at this time, will not look at a second location in MI.
102	Men's apparel 5	Dismissed			Too close to Somerset
103	Men's shoes 1	Dismissed	1500-1800		Rejected sites
104	Online Clothing 1	Dismissed		B	Just starting to add stores, contact next year.
105	Online Dorm room	Dismissed			Only doing summer pop ups. Said to contact for next summer
106	Online furniture	Dismissed		C	Rejected the market
107	Online men's clothing 1	Dismissed			
108	Online men's suits	Dismissed			Not interested
109	Online purses	Dismissed		B	Need a franchisee
110	Online Women's Professional Clothing	Dismissed		B	Said not adding sites until 2020
111	Shoes 1	Dismissed			Real estate rep left, no new contact yet
112	Tween fashion 1	Dismissed			No expansion
113	Women and men's apparel 3	Dismissed	1800-2000	A	Not doing leases for 12-18 mos unless value added- in other words, no rent.
114	Women's and men's apparel 4	Dismissed			No interest in Birmingham
115	Women's apparel 3	Dismissed	2500	C	Needs 24 feet width. Keep in touch, not opening stores now
116	Women's apparel 4	Dismissed			email and telephone follow up
117	Women's apparel 8	Dismissed	2800		Rejected Birmingham and opening a store at Somerset
118	Women's athletic apparel 1	Dismissed			retailer not interested in expanding in our market at this time.
119	women's men's apparel	Dismissed			Can't expand in Birmingham due to naming issues

SCHEDULED TO OPEN/MOVED/CLOSED IN LAST 12 MONTHS

NOVEMBER 2019

Office Occupancy Rate 87%

Retail Occupancy Rate 96%

Name of Business	Property Address	Street Name	Notes	Date of notification	Scheduled to Open/Moved/Closed/Opened in last 12 months
The Colore Room	588	Old Woodward, North	Salon/Spa	09/23/19	Scheduled to open
Steele Angel	150	Maple Road, West	Apparel	07/23/19	Scheduled to open
Planthropie	135	Pierce Street	Food Specialties	07/18/19	Scheduled to open
ABC Vintage	154	Maple Road, West	Apparel	05/24/19	Scheduled to open
fab'rik	123	Maple Road, West	Womens Apparel	04/25/19	Scheduled to open
Seven Daughters	163	Maple Road, West	Coffee roaster	04/01/19	Scheduled to open
Essential Nail Bar	282	Maple Road, West	Salon/Spa	04/01/19	Scheduled to open
DiMaggio Fine Art & Jewelry	175	Maple Road, West	Jeweler	03/08/19	Scheduled to open
Birmingham Wine Shop	798	Old Woodward, North	Wine Shop	10/18/19	Opened
Pernoi	310	Maple Road, East	Restaurant	09/12/19	Opened
BT Holdings	222	Merrill Street, East	Wholesale	09/12/19	Opened
Luxury Bridal Rack	700	Old Woodward, North	Bridal	09/12/19	Opened
Splitz-n-Blitz	230	Merrill Street, East	Food Specialties	08/01/19	Opened
The Morrie	260	Old Woodward, North	Restaurant	08/01/19	Opened
Hans Power & Water	239	Pierce Street	Water appliance	08/01/19	Opened
R. Collective	383	Hamilton Row	Salon/Spa	08/01/19	Opened
Nalu	887	Maple Road, East	Salon/Spa	06/20/19	Opened
Moosejaw	284	Maple Road, West	bikes	04/19/19	Opened
willow and fernn	528	Old Woodward, North	Womens Apparel	03/15/19	Opened
Petite Cabane	205	Maple Road, East	Childrens Apparel	03/15/19	Opened
110 Couture	110	Old Woodward, South	Womens Apparel	12/01/18	Opened
Hazel Ravines & Downtown	34977	Woodward Avenue	Dining	11/05/18	Opened
Untied on Woodward	223	Old Woodward, South	Mens Apparel	11/05/18	Opened

SCHEDULED TO OPEN/MOVED/CLOSED IN LAST 12 MONTHS

NOVEMBER 2019

Office Occupancy Rate 87%

Retail Occupancy Rate 96%

Name of Business	Property Address	Street Name	Notes	Date of notification	Scheduled to Open/Moved/Closed/Opened in last 12 months
Kybun Joya Shoes	286	Maple Road, West	Shoes	11/02/18	Opened

City of Birmingham Parking Utilization Dashboard – August 2019

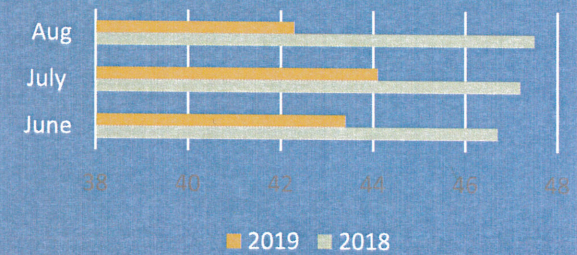
Parking Garages

OCCUPANCY

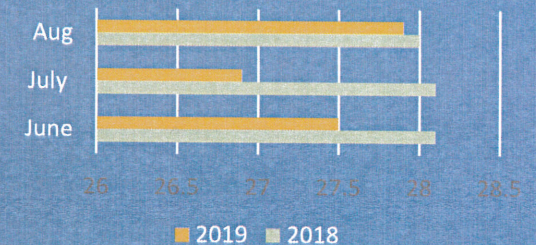


Parking Meters

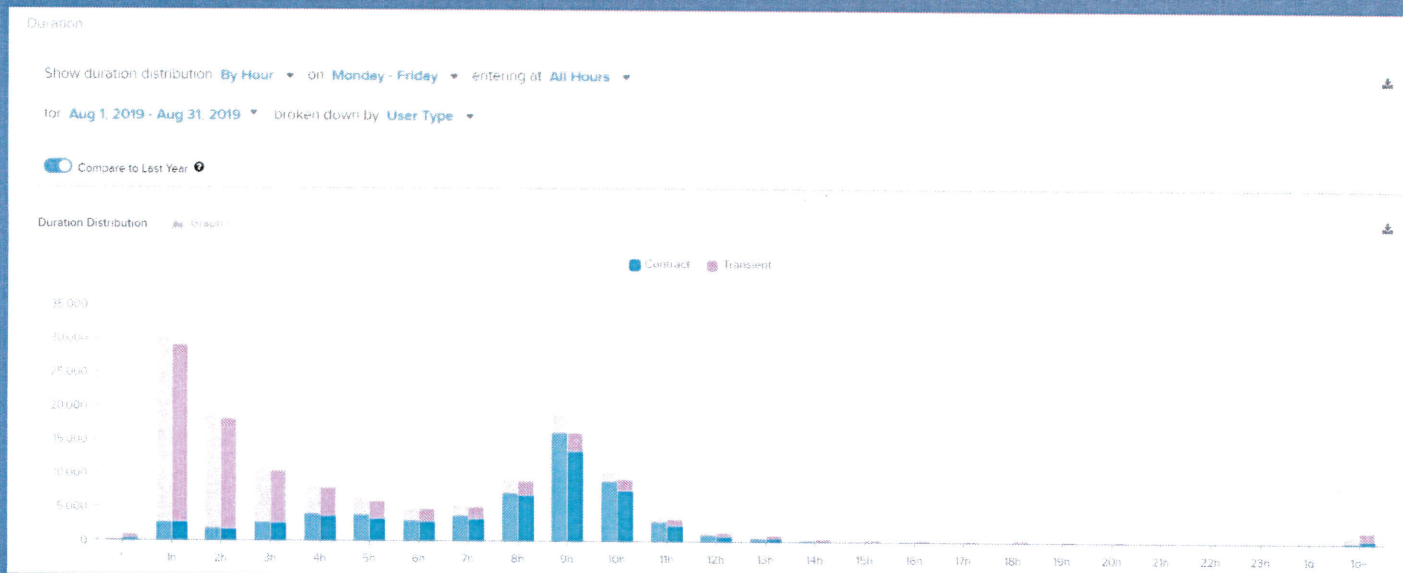
Coin



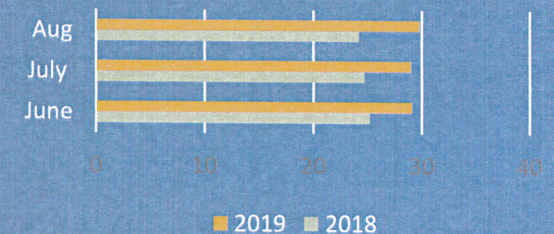
Credit



DURATION



ParkMobile



SP+

**Birmingham Parking System
Transient & Free Parking Analysis
Months of August 2018 & August 2019**

August 2018

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE
PEABODY	17,851	10,051	\$ 28,386.02	56%
PARK	21,696	9,618	\$ 49,665.02	44%
CHESTER	7,874	2,661	\$ 49,817.03	34%
WOODWARD	13,536	6,227	\$ 34,215.02	46%
PIERCE	27,771	13,586	\$ 67,893.03	49%
TOTALS	88,728	42,143	\$ 229,976.12	47%

August 2019

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE
PEABODY	19,996	11,256	\$ 41,608.00	56%
PARK	22,708	9,614	\$ 57,415.00	42%
CHESTER	6,758	2,896	\$ 41,177.00	43%
WOODWARD	13,171	5,945	\$ 40,971.00	45%
PIERCE	28,713	13,062	\$ 77,805.00	45%
TOTALS	91,346	42,773	\$ 258,976.00	47%

BREAKDOWN:

TOTAL CARS	+3%
FREE CARS	+1%
CASH REVENUE	+13%

MONTHLY PARKING PERMIT REPORT

For the month of: August 2019
Date Compiled: September 11, 2019

	Pierce	Park	Peabody	N.Old Wood	Chester	Lot #6/\$210	Lot #6/\$150	South Side	Lot B	35001 Woodward	Lot 12	Total
1. Total Spaces	706	811	437	745	880	174	79	8	40	40	150	4070
2. Daily Spaces	370	348	224	359	425	N/A	N/A	N/A	N/A	N/A	N/A	1726
3. Monthly Spaces	336	463	213	386	560	174	79	8	30	40	150	2439
4. Monthly Permits Authorized	550	750	400	800	1140	150	40	8	30	50	225	4143
5. Permits - end of previous month	550	750	400	800	1140	150	40	8	22	50	223	4133
6. Permits - end of month	550	750	400	800	1140	150	40	8	25	50	225	4138
7. Permits - available at end of month	0	0	0	0	0	0	0	0	5	0	0	5
8. Permits issued in month includes permits effective 1st of month	0	7	0	2	4	0	0	0	0	0	0	13
9. Permits given up in month	0	7	0	2	4	0	0	0	0	0	0	13
10. Net Change	0	0	0	0	0	0	0	0	0	0	0	0
11. On List - end of month*	1245	1426	1191	1576	1120	27	0	0	0	22	0	6607
**On List-Unique Individuals												3780
12. Added to list in month	11	8	6	11	4	0	0	0	0	0	0	40
13. Withdrawn from list in month (w/o permit)	0	0	0	0	0	0	0	0	0	0	0	0
14. Average # of weeks on list for permits issued in month	143	82	141	126	57	0	0	0	0	0	0	109.8
15. Transient parker occupied	251	347	106	171	76	N/A	N/A	N/A	N/A	N/A	N/A	951
16. Monthly parker occupied	287	441	270	513	598	N/A	N/A	N/A	N/A	N/A	N/A	2109
17. Total parker occupied	538	788	376	684	674	N/A	N/A	N/A	N/A	N/A	N/A	3060
18. Total spaces available at 1pm on Wednesday 8/14	168	23	61	61	206	N/A	N/A	N/A	N/A	N/A	N/A	519
19. "All Day" parkers paying 5 hrs. or more												
A: Weekday average.	244	247	128	153	78	N/A	N/A	N/A	N/A	N/A	N/A	850
B: *Maximum day	N/A*	N/A*	N/A*	N/A*	N/A*	N/A	N/A	N/A	N/A	N/A	N/A	0
20. Utilization by long term parkers	N/A*	N/A*	N/A*	N/A*	N/A*	N/A	N/A	N/A	N/A	N/A	N/A	#DIV/0!

(1) Lot #6 does not have gate control, therefore no transient count available

(2) (Permits/Oversell Factor + Weekday Avg.) / Total Spaces

* Average Maximum day not available currently in Skidata

** Unique individuals represent the actual number of unique people on the wait list regardless of how many structures they have requested.

Birmingham Principal Shopping District Board

Voucher List For: 11/07/2019

Early Release Vendor	Description	Account	Amount
ART/DESIGN GROUP LTD	ARTWORK FOR WM, HOLIDAY, BFM, MN, AND SBS	MARKETING & ADVERTISING	2,432.50
BEIER HOWLETT P.C.	GENERAL ATTORNEY FEES	OTHER LEGAL	445.74
C & G PUBLISHING INC.	BFM ADVERTISING	MARKETING & ADVERTISING	477.40
CAR TRUCKING INC	SEPTEMBER DUMPSTER AT BFM	SPECIAL EVENTS	199.50
CC CONSULTING LLC	OCTOBER RETAIL CONSULTANT RETAINER	TENANT RECRUITMENT	2,083.33
CORINNE MORKOVSKY OVIEDO	WORK AT BFM AND SOCIAL MEDIA 10/27	SPECIAL EVENTS	200.00
COSTAR REALTY INFORMATION, INC	ON LINE RETAIL SERVICES	TENANT RECRUITMENT	680.00
DANIEL SUTTKUS	SANTA PERFORMER PAY 1 OF 3	SPECIAL EVENTS	1,750.00
DAVID C. ALDRICH	REINDEER AT THE WINTER MARKET	SPECIAL EVENTS	950.00
DETROIT EVENT COMPANY	PERFORMANCE AT WINTER MARKET	SPECIAL EVENTS	1,500.00
DOWNTOWN PUBLICATIONS INC	HOLIDAY, WM, AND SBS ADVERTISING	MARKETING & ADVERTISING	1,312.00
EDWARD MORYKWA	SOCIAL MEDIA PHOTOS	MARKETING & ADVERTISING	200.00
ENTERCOM COMMUNICATIONS CORP	GENERAL ADVERTISING	MARKETING & ADVERTISING	1,200.00
ETHNIC ARTWORK	CRUISE EVENT SHIRTS FOR STAFF	SPECIAL EVENTS	464.00
KEATON PUBLICATIONS GROUP LLC	ADVERTISING IN LIFESTYLE	MARKETING & ADVERTISING	1,000.00
KROGER COMPANY	PAPER PRODUCTS FOR END OF SEASON CELEBRATION	SPECIAL EVENTS	69.06
LOGICAL SOLUTIONS ENTERPRISE INC	DINING CARDS FOR FALL	MARKETING & ADVERTISING	287.50
MACKINAC FISHMONGERS	REFUND BFM BOOTH RENTAL	SPECIAL EVENTS	252.00
MARK VOSS DESIGN	DESIGN FOR HOLIDAY AD	MARKETING & ADVERTISING	400.00
MICHIGAN ECONOMIC DEVELOPERS	ANNUAL MEMBERSHIP DUES	MEMBERSHIP & DUES	295.00
MOSHER & ASSOCIATES LLC	MONTHLY PLANTER MAINTENANCE PAY 4 OF 4	MAINTENANCE SHOPPING DIST	638.40
OBSERVER & ECCENTRIC	GENERAL ADVERTISING TO PAY OFF ACCOUNT	MARKETING & ADVERTISING	399.75
OFFICE DEPOT INC	MISC OFFICE SUPPLIES	OPERATING SUPPLIES	96.89
OUTFRONT MEDIA	DIGITAL ADV 12/9-12/15 CONTRACT #3008651	MARKETING & ADVERTISING	2,000.00
RANDYL LEE WAGNER	SANTA PERFORMER PAY 1 OF 3	SPECIAL EVENTS	516.67

Birmingham Principal Shopping District Board

Voucher List For: 11/07/2019

Early Release	Vendor	Description	Account	Amount
	RENAISSANCE MEDIA SOLUTIONS	EXTRA COPIES AND ADDITONAL DROPS FOR BSD MAGAZINE	PRINTING PSD MAGAZINE	9,905.00
	REVIZE LLC	WEBSITE ANNUAL TECH SUPPORT	WEB SITE MAINTENANCE	1,500.00
	RUSSELL HARDWARE COMPANY	LOCKS FOR FARMERS MARKET	SPECIAL EVENTS	129.54
	SALVATORE SCALLOPINI	END OF SEASON POTLUCK	SPECIAL EVENTS	360.00
	SP+ CORPORATION	EMPLOYEE PARKING	OTHER CONTRACTUAL	100.00
	STUDIO EQUIS LLC	DESIGN AND LAYOUT OF BSD AD	PRINTING PSD MAGAZINE	600.00
	TURNER SANITATION, INC	OCTOBER PORTA POTTIES AT BFM	SPECIAL EVENTS	2,671.58
	UTEC	3 MONTH CONTRACT FOR COPIER	OTHER CONTRACTUAL SERVICE	261.17
	WAYUP MEDIA	DRONE VIDEOS	TENANT RECRUITMENT	1,200.00
	WORRY FREE INC	DECORATIVE XMAS BARRELS PAY 2 OF 2	MAINTENANCE SHOPPING DIST	1,680.00
	ZORO'S CHRISTMAS LIGHTS	GARLAND FOR WINTER MARKET	SPECIAL EVENTS	5,000.00
*	WORRY FREE INC	DECORATIVE XMAS BARRELS PAYMENT 1 OF 2	MAINTENANCE SHOPPING DIST	1,680.00
*	CORINNE MORKOVSKY OVIEDO	WORK AT BFM 9/29 & 10/6	SPECIAL EVENTS	260.00
*	ENGLISH GARDENS	INSTALL 6' BRANCHES ON HOLIDAY TREE PAY 1 OF 2	MAINTENANCE SHOPPING DIST	1,121.47
*	ENGLISH GARDENS	INSTALLATION OF LIGHT GINKO TREES PAY 1 OF 2	MAINTENANCE SHOPPING DIST	1,324.93
*	ENGLISH GARDENS	INSTALLATION OF 6' BRANCHES FOR HOLIDAY TREE PAY 2 OF 2	MAINTENANCE SHOPPING DIST	1,121.47
*	ENGLISH GARDENS	INSTALLATION OF LIGHT GINKO TREES PAY 2 OF 2	MAINTENANCE SHOPPING DIST	1,324.93
*	EVEREVE	GIFT CERTIFICATES	GIFT CERTIFICATES	300.00
*	OLIVIA VAN GOOR	PERFORMANCE AT BFM 10/20	SPECIAL EVENTS	125.00
*	PAIGE LEVENTIS	OCTOBER SOCIAL MEDIA PAYMENT 1 OF 2	MARKETING & ADVERTISING	1,041.50
*	EDWARD MORYKWAS	SOCIAL MEDIA PHOTOGRAPHY	MARKETING & ADVERTISING	300.00
*	PAIGE LEVENTIS	OCTOBER SOCIAL MEDIA SERVICES PAY 2 OF 2	MARKETING & ADVERTISING	1,041.50
*	SOCIAL KITCHEN & BAR	GIFT CERTIFICATES	GIFT CERTIFICATES	75.00
*	STEPHANIE HUGEL	PUMPKIN CARVING AT BFM 10/27	SPECIAL EVENTS	500.00

Birmingham Principal Shopping District Board**Voucher List For:** 11/07/2019

Early Release Vendor	Description	Account	Amount
		Total:	\$ 53,472.83
<u>Journal Entries</u>			
	Verizon - Ingrid and Jaimi cell phone		\$ 102.46
	Dog Waste Depot - Paw pal bags		95.19
	Home Depot - Santa House supplies		276.99
	Great American Business Products - Paw pal bags		138.39
	Facebook - Boosted posts for multiple events		3,400.00
	iHeart Radio - Radio streaming spots on 95.5 and 100.3		1,500.00
	Home Depot - Santa House supplies		14.34
	Total Journal Entries		\$ 5,527.37
	Total Vouchers and Journal Entries		59,000.20
=====			

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

Board Chair_____

Date _____



The Shopping District

MEMORANDUM

DATE: November 7, 2019
TO: Birmingham Shopping District Board of Directors
FROM: Executive Director, Ingrid Tighe
SUBJECT: New Business 8A BSD Committee Application Approval

The attached committee membership application is for Ara Darakjian from Darakjian Jewelers to be a member of the Marketing Committee. Membership applications are presented to the BSD Board of Directors for approval as they are received, on a rolling basis, at monthly BSD board meetings.

Suggested Action:

To approve the BSD Committee application for Ara Darakjian.



APPLICATION FOR BIRMINGHAM SHOPPING DISTRICT COMMITTEE

Thank you for your interest in serving on a Birmingham Shopping District (BSD) Committee. The purpose of this form is to provide the BSD Board with basic information about applicants considered for appointment. The information included on this form is open to the public. All Board and Committee members are subject to the provisions of the Ethics Ordinance (Chapter 2, Article IX of the City Code).

Information on various committees can be found on the BSD website at http://www.enjoybirmingham.com/about/about_the_psd.php (Please print clearly)

Committee of Interest Board of Directors, Marketing/Advertising,

Name Ara J. Darakjian

Phone 248-819-6000

Residential Address 382 Willits

Email ara.d@darakjian.com

Business Address 101 Willits

Occupation retail jeweler

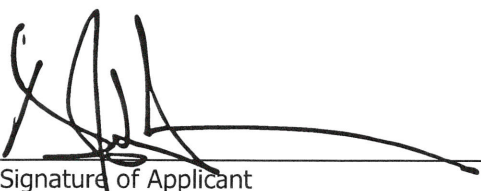
Reason for Interest: Explain how your background and skills will enhance the committee to which you have applied
Having over 30 years of experience in retail and real estate

List your related employment experience Darakjian Jewelers and related family interests

List your related community activities

List your related educational experience

To the best of your knowledge, do you or a member of your immediate family have any direct financial or business relationships with any supplier, service provider or contractor of the City of Birmingham or Birmingham Shopping District from which you or they derive direct compensation or financial benefit? If yes, please explain:


Signature of Applicant

October 16, 2019
Date



The Shopping District

MEMORANDUM

DATE: November 7, 2019

TO: Birmingham Shopping District Board

FROM: Ingrid Tighe, Executive Director

SUBJECT: Item 8B Extension of Agreement with Sunbelt Rentals, Inc. for Winter Markt Electrical

The BSD agreement with Sunbelt Rentals, Inc. for Winter Markt Electrical has concluded its term and requires board action to extend the agreement for one year.

Sunbelt has provided electrical services for many years. The BSD staff and Special Events Committee are pleased with their work and recommend continuation of the agreement.

Suggested Action:

To approve a one year extension of the agreement with Sunbelt Rentals, Inc. for Winter Markt Electrical for the 2019 season.

**FIRST AMENDMENT TO BIRMINGHAM WINTER MARKET ELECTRICAL
SERVICE AGREEMENT**

This First Amendment, made this 4th day of October, 2019, by and between Birmingham Principal Shopping District, having its principal office at 151 Martin Street, Birmingham, Michigan (hereinafter "PSD"), and Sunbelt Rentals, Inc., whose address is 2341 Deerfield Drive, Fort Mill, SC, 29715 (hereinafter "Contractor"), provides as follows:

WHEREAS, the PSD and Contractor entered into a contract entitled Birmingham Winter Market Electrical Service Agreement ("Agreement");

WHEREAS, the Agreement was extended through the 2019 Winter Market obligations;

WHEREAS, the PSD and the Contractor desire to extend the Agreement under the terms and conditions set forth herein to include 2019;

WHEREAS, in lieu of drafting a new contract for the term extension, the parties desire to enter into this First Amendment and incorporate the terms and conditions contained in the Agreement as though fully set forth with the terms of this First Amendment having the same legal affect as those currently found in the previous documents.

NOW, THEREFORE, in consideration of the mutual covenants herein contained, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

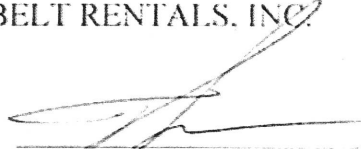
1. All terms of the Agreement shall remain in full force and effect and are incorporated herein by reference, except as amended herein.
2. The term of the Agreement shall be extended through the 2019 season, unless terminated sooner under the terms of the Agreement.
3. This First Amendment shall be construed in accordance with the laws of the State of Michigan.
4. This First Amendment shall amend the Agreement, and no further modification shall be binding upon the parties unless set forth in writing and signed by both parties.

5. Except as set forth above and as otherwise may be in conflict with this First Amendment, the other provisions in the Agreement are unaffected by this First Amendment and shall remain in force.

BIRMINGHAM PRINCIPAL SHOPPING
DISTRICT

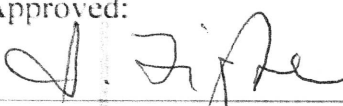
By: _____
Its: Chairman


SUNBELT RENTALS, INC.


By:  T. Losiewicz
Its: Senior Customer Contract Manager

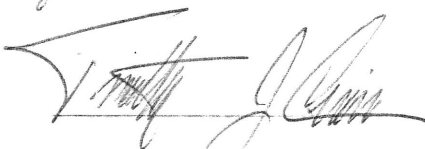
10/1/19

Approved:


Director of the Birmingham Principal
Shopping District as to Substance


Director of Finance as to
Financial Obligation


City Manager as to Substance


City Attorney as to Form

CITY BOARD/COMMITTEE ATTENDANCE RECORD

Name of Board: **Birmingham Shopping District**

Year: **2019**

Members Required for Quorum: **7**

MEMBER NAME	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	SPEC MTG	SPEC MTG	Total Mtgs. Att.	Total Absent	Percent Attended Available
REGULAR MEMBERS																	
Richard Astrein	P	P	P	P	P	P	P	P	P	P					10	0	100%
Samy Eid	P	P	A	P	P	A	P	P	P	P					8	2	80%
Doug Fehan	A	A	P	P	P	A	P	P	P	P					7	3	70%
Geoffrey Hockman	P	A	P	A	P	P	P	P	P	P					8	2	80%
Zachary Kay	P	P	P	P	P	P	P	P	P	P					10	0	100%
Amy Pohlod	P	A	P	P	P	P	P	P	P	P					9	1	90%
Steve Quintal	P	P	P	P	P	A	P	P	P	P					9	1	90%
Bill Roberts	P	P	P	P	P	P	P	P	P	P					10	0	100%
Judy Solomon	P	P	P	P	A	P	P	P	A	A					7	3	70%
Sam Surnow	A	P	P	P	P	P	P	P	P	P					9	1	90%
Joe Valentine	P	P	P	P	P	P	P	P	P	P					10	0	100%
															0	0	#DIV/0!
Reserved															0	0	#DIV/0!
Reserved															0	0	#DIV/0!
Present or Available	9	8	10	10	10	8	11	11	10	10	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
NOVEMBER 2019

BSD BOARD

THURSDAY 11/7 @ 8:00 AM – COMMUNITY HOUSE

MAINTENANCE/CAPITAL IMPROVEMENTS

TUESDAY 11/12 @ 8:30 AM – CITY HALL

SPECIAL EVENTS

FRIDAY 11/8 @ 8:30 AM – CITY HALL

MARKETING/ADVERTISING

THURSDAY 11/21 @ 8:30 AM – CITY HALL

BUSINESS DEVELOPMENT

TBD

EXECUTIVE

WEDNESDAY 11/6 @ 8:00 AM – 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).