



The Shopping District

**Birmingham Shopping District Agenda
Thursday, December 3, 2020 8:30 a.m.**

Join Zoom Meeting

<https://zoom.us/j/91813828486?pwd=MTQxWk9EK2JGRjk2RWZSKzltVGFRdz09>

Meeting ID: 918 1382 8486

Passcode: 872399

1. Call to order and Roll Call of Board
2. Recognition of Visitors
3. Approval of Minutes for November 5, 2020
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 – January 2020
 - e. Chamber Report
6. Approval of Vouchers
7. Unfinished Business
8. New Business
9. Information
 - a. Announcements
 - b. Letters, Board Attendance & Monthly Meeting Schedule
10. Public Comments
11. Adjournment

Birmingham Shopping District Mission Statement

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

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

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

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

City of Birmingham
Birmingham Shopping District Proceeding
Thursday, November 5, 2020 - 8:30 a.m.
ZOOM Meeting

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, November 1, 2020, at 8:32 a.m. via ZOOM Meetings

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT: Solomon

ALSO PRESENT:

ADMINISTRATION: Tighe, Brook, Bassett

2. RECOGNITION OF VISITORS

David Hoehendorf, Dennis Pazzi

3. APPROVAL OF MINUTES

MOTION: Motion by Fehan, seconded by Pohlod to approve the minutes dated October 1, 2020.

VOTE: Yeas, 11 Nays, 0 Absent, 1

4. BOARD MEMBER COMMENTS

Valentine shared that Maple Road has reopened to traffic. They are currently working on final touches. All work should be complete in the next couple of weeks.

He reported that the city's bond initiative overwhelmingly passed. This means that upgrades will be made to some of the parks and the ice arena over the next few years.

Valentine also let the board know that, after twenty-four years with the city, he decided to look at new opportunities. He will be leaving his position as city manager at the end of the year.

On behalf of the board, Hockman thanked Valentine for his service and wished him well in his future endeavors.

5. REPORTS

a. FINANCE REPORT – TIGHE

Tighe reported that the accounting department is still reconciling the last fiscal year and the current one. The fund balance through the end of September is \$673,791. There is nothing significant to report as we are on target with expenditures.

A purchase order was processed last fiscal year for \$75,000 for construction valet parking. Since it was not used, it will be released and go back into the general fund. Cash flow for the first quarter of the fiscal year is trending correctly. Special events has not had as much activity. Therefore, there is a little extra money in that area.

b. EXECUTIVE DIRECTOR REPORT - TIGHE

No report given.

c. COMMITTEE REPORTS:

SPECIAL EVENTS - ASTREIN

Astrein reported that the committee unanimously voted to cancel the Winter Markt this year due to the ongoing COVID-19 situation. Small Business Saturday is November 28. We will be running a Birmingham Bucks promotion. Shoppers can earn \$25 in Birmingham Bucks for each \$100 spent at a BSD store or restaurant. Maximum earning is \$100 per person.

Hazel, Ravines & Downtown will be handing out hot chocolate on Small Business Saturday. Santa visits also start that day. They will be socially distanced this year.

The tree lighting event will be done virtually. Brook shared that we are working with a third party provider to run a scavenger hunt using a customized app on peoples' phones. The scavenger hunt will take place in the heart of downtown on Saturdays and Sundays from Thanksgiving through Christmas.

The Great Decorate tree-decorating contest will also be taking place. There will be two \$5,000 small business grants for the winning trees.

MARKETING & ADVERTISING - POHLOD

Pohlod updated the board that the committee is working on an insert for the November issue of SEEN Magazine. It will be a gift guide. She said that the committee has not had as much input due to the COVID-19 situation, but she feels that the team did a good job putting it together. A high number of different stores are included.

Filming of a holiday video will take place this week. It will include ideas on how to dress-up your home for the holidays. Once produced, it will be used similarly to the last videos with several media outlets.

The website RFP process went well. Thirty-six companies submitted proposals. The committee did four initial interviews and had second interviews with the final two companies looking more at how the back end of the website would be set-up. The committee is now ready to recommend that we move forward with Miles. There will be a contract proposed later in the meeting.

MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL

Quintal reported that the holiday decorations would be going into the planters late this week or early next week. The chandelier lights will also be hung. The committee decided not to hang lights over Merrill Street this year. The extra money will go to enhancing the snow removal contract.

The new snow removal contract will include all bump outs for an additional \$4,300 and an additional pass from Wilits to Brown. There have been some requests that we do the full sidewalk, but that is not practical right now.

Astrein asked if there is anything that can be done about the paint on the sidewalks. Valentine said that the paint is designed to fade off over time and that there is no way to remove it sooner.

Valentine also commended the committee for looking at the snow removal contract again. He said that he believes that it is a good strategy and can help to make shopping in Birmingham more attractive than shopping at a mall.

BUSINESS DEVELOPMENT - SURNOW

Surnow shared that the committee is working on putting together a list of goals and objectives. He said that they have almost completed their business plan. He feels that it will be helpful to have something with which to measure progress. He expects that they will have something to present to the board in the next month or two.

The broker round table presentation from Costar on national retail real estate was a little depressing, but the Birmingham outlook is much better. The local vacancy rates are much lower than nationally. The committee is continuing to work with Ciura on the existing pipeline.

Valentine commended Surnow and the committee for being proactive and putting together a strategy. He added that he feels that they have been working very well with the marketing committee.

Hockman shared that he felt that the property owner round table was well done.

EXECUTIVE BOARD REPORT

Hockman reported that the board had conducted its annual review for Tighe and that it went very well. She scored 4.87 out of a possible five, which is higher than last year. The board recognizes the work that she has been doing during this unprecedented year. She has done a great job of staying organized, continuing to be in contact with merchants and property owners as well as the community. The board thanks her for her hard work. Tighe thanked Hockman and added that it is her pleasure to serve.

Hockman continued that Tighe's goals for the coming year would focus on business development and marketing. These goals will be used for next year's evaluation.

Hockman also shared that later in the meeting there will be a motion to reallocate \$200,000 from the budget to COVID-19 efforts. The BSD had approved \$200,000 to be used in the prior year for construction valet parking and marketing and was not used due to COVID. Therefore, the executive committee is recommending \$125,000 to go to marketing, \$15,000 to snow removal and \$60,000 to tenant recruitment. This will have an impact on the fund balance but it is important in tough times to have the resources needed. Hockman stated that it is important to approve this today so that funds can be used during the holiday season. Construction is now complete and we want people coming back to Birmingham.

d. PARKING REPORT - ASTREIN

Astrein reported that the parking advisory committee met yesterday and voted to recommend to commission that they continue free parking in the structures through the end of March. This still needs to be approved by city commission and would be revisited at the end of March.

Some construction has been done around town to continue to make things more ADA compliant. Astrein commended Commander Grewe who he said has done an excellent job leading that project.

Pohlod thanked the parking advisory committee for extending free parking. She said that she thinks that the first quarter of 2021 will be very difficult for many businesses.

Astrein added that they did charge permit holders a one-time \$100 fee to keep their permit. About 250 permits were turned in and will be made available to others soon.

e. **CHAMBER REPORT - BAUMAN**

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 Kay to approve the vouchers, as submitted, dated November 5, 2020.

VOTE: Yeas, 11 Nays, 0 Absent, 1

7. UNFINISHED BUSINESS

8. NEW BUSINESS

a. Request to Extend Snow Removal Agreement

MOTION: Motion by Astrein, seconded by Kay to extend agreement with Nick's Maintenance for downtown sidewalk snow removal for the 2020-2021 winter season. This option to extend is detailed in the original agreement dated June 2017.

VOTE: Yeas, 11 Nays, 0 Absent, 1

b. Website Redesign and Hosting Agreement

MOTION: Motion by Astrein, seconded by Pohlod to approve the agreement with Miles Partnership for Website Redesign & Hosting services to assist the BSD in building a more appealing and user friendly website for the Birmingham Shopping District's downtown businesses and visitors.

Pohlod shared that the committee talked about what is important in the new design and the proposed features include a more interactive map and a back-end that is easier to use. She

added that Miles has shown that they are good at project management and that they also have creative ideas.

VOTE: Yeas, 11 Nays, 0 Absent, 1

c. Request to Reallocate Funds

MOTION: Motion by Hockman, seconded by Astrein to reallocate the \$200,000 that was not spent on construction valet parking to be used for the remainder of the fiscal year in the areas of marketing (125k), business development (60k) and maintenance and capital improvements (15k).

Valentine commented that we identified these funds early on as available and now is a good time to put them to use. He feels that this qualifies as a time to spend some reserves as the next six to twelve months will be critical to the city and the downtown.

VOTE: Yeas, 10 Nays, 1 - Kay Absent, 1

9. INFORMATION

a. Retail Activity

b. Announcements

c. Letters, Board Attendance & Monthly Meeting Schedule

10. PUBLIC COMMENTS

11. ADJOURNMENT – 9:15 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	671,947.93
247-000.000-028.0000	MISCELLANEOUS	1,743.72
247-000.000-028.9999	ALLOW FOR DOUBTFUL ACCTS.	(1,653.72)
247-000.000-048.0885	PSD 2019-2020 DELQ SAD	11,818.12
Total Assets		684,106.05
*** Liabilities ***		
247-000.000-202.0000	ACCOUNTS PAYABLE	32,717.99
247-000.000-255.0001	GIFT CERTIFICATES	450.00
247-000.000-367.0300	DEFER. INFLOWS - MISCELLANEOUS INV	90.00
247-000.000-367.0800	DEFER. INFLOWS - DELQ SPECIAL ASSE	11,818.12
Total Liabilities		45,076.11
*** Fund Balance ***		
247-000.000-391.0000	RETAINED EARNINGS	885,969.25
Total Fund Balance		885,969.25
Beginning Fund Balance		885,969.25
Net of Revenues VS Expenditures		(246,939.31)
Ending Fund Balance		639,029.94
Total Liabilities And Fund Balance		684,106.05

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 10/31/2020

GL NUMBER	DESCRIPTION	2020-21 ORIGINAL BUDGET	2020-21 AMENDED BUDGET	ACTIVITY FOR MONTH 10/31/20	YTD BALANCE 10/31/2020	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	(27,720.00)	47,280.00	0.00	0.00	0.00	47,280.00	0.00
USE OF FUND BALANCE								
		(27,720.00)	47,280.00	0.00	0.00	0.00	47,280.00	0.00
CHARGES FOR SERVICES								
247-000.000-641.0585	CHARGES TO AUTO PARKING SYSTEM	25,000.00	25,000.00	25,000.00	25,000.00	0.00	0.00	100.00
CHARGES FOR SERVICES								
		25,000.00	25,000.00	25,000.00	25,000.00	0.00	0.00	100.00
INTEREST AND RENT								
247-000.000-664.0000	INVESTMENT INCOME	13,700.00	13,700.00	0.00	2,382.91	0.00	11,317.09	17.39
INTEREST AND RENT								
		13,700.00	13,700.00	0.00	2,382.91	0.00	11,317.09	17.39
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
247-000.000-672.0885	PSD SPEC ASSESS REVENUE 2019-2	24,040.00	24,040.00	0.00	5,611.08	0.00	18,428.92	23.34
SPECIAL ASSESSMENTS								
		1,054,970.00	1,054,970.00	0.00	5,611.08	0.00	1,049,358.92	0.53
OTHER REVENUE								
247-000.000-676.0001	CONTR FROM PRIVATE SOURCE	190,000.00	190,000.00	0.00	540.00	0.00	189,460.00	0.28
OTHER REVENUE								
		190,000.00	190,000.00	0.00	540.00	0.00	189,460.00	0.28
Total Dept 000.000		1,255,950.00	1,330,950.00	25,000.00	33,533.99	0.00	1,297,416.01	2.52
TOTAL REVENUES		1,255,950.00	1,330,950.00	25,000.00	33,533.99	0.00	1,297,416.01	2.52
Expenditures								
Dept 298.000 - PUBLIC RELATIONS								
PERSONNEL SERVICES								
247-298.000-702.0001	SALARIES & WAGES DIRECT	32,700.00	32,700.00	810.02	1,249.73	0.00	31,450.27	3.82
247-298.000-702.0003	LONGEVITY	550.00	550.00	0.00	0.00	0.00	550.00	0.00
247-298.000-706.0001	FICA	2,550.00	2,550.00	61.97	95.05	0.00	2,454.95	3.73
247-298.000-706.0002	HOSPITALIZATION	4,710.00	4,710.00	0.00	45.63	0.00	4,664.37	0.97
247-298.000-706.0007	WORKER'S COMPENSATION	110.00	110.00	2.54	3.91	0.00	106.09	3.55
247-298.000-706.0012	RETIREMNT-DEF CONTR EMPLR	3,160.00	3,160.00	0.00	41.73	0.00	3,118.27	1.32
247-298.000-706.0013	RET HLTH SVGS CONTR EMPLR	690.00	690.00	0.00	8.86	0.00	681.14	1.28
PERSONNEL SERVICES								
		44,470.00	44,470.00	874.53	1,444.91	0.00	43,025.09	3.25
Total Dept 298.000 - PUBLIC RELATIONS		44,470.00	44,470.00	874.53	1,444.91	0.00	43,025.09	3.25
Dept 441.005 - DOWNTOWN MAINTENANCE								
PERSONNEL SERVICES								
247-441.005-702.0001	SALARIES & WAGES DIRECT	55,510.00	55,510.00	4,033.13	19,548.83	0.00	35,961.17	35.22
247-441.005-702.0002	OVERTIME PAY	26,450.00	26,450.00	2,141.52	11,700.99	0.00	14,749.01	44.24
247-441.005-702.0003	LONGEVITY	340.00	340.00	0.00	0.00	0.00	340.00	0.00
247-441.005-706.0001	FICA	6,560.00	6,560.00	459.89	2,332.68	0.00	4,227.32	35.56
247-441.005-706.0002	HOSPITALIZATION	10,460.00	10,460.00	695.43	3,662.63	0.00	6,797.37	35.02

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 10/31/2020

GL NUMBER	DESCRIPTION	2020-21 ORIGINAL BUDGET	2020-21 AMENDED BUDGET	ACTIVITY FOR MONTH 10/31/20	YTD BALANCE 10/31/2020	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 247 - PRINCIPAL SHOPPING DISTRICT								
Expenditures								
247-441.005-706.0003	LIFE INSURANCE	200.00	200.00	20.47	93.09	0.00	106.91	46.55
247-441.005-706.0004	RETIRE CONTRIB HEALTH	12,610.00	12,610.00	911.76	3,754.40	0.00	8,855.60	29.77
247-441.005-706.0005	DENTAL/OPTICAL	630.00	630.00	45.15	193.32	0.00	436.68	30.69
247-441.005-706.0006	LT/ST DISABILITY	640.00	640.00	47.18	222.24	0.00	417.76	34.73
247-441.005-706.0007	WORKER'S COMPENSATION	1,580.00	1,580.00	157.98	715.29	0.00	864.71	45.27
247-441.005-706.0010	RETIREMENT EMPLOYER CNTB	7,270.00	7,270.00	576.82	2,307.28	0.00	4,962.72	31.74
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	2,210.00	2,210.00	389.50	1,777.95	0.00	432.05	80.45
247-441.005-706.0013	RET HLTH SVGS CONTR EMPLR	1,010.00	1,010.00	124.62	597.24	0.00	412.76	59.13
PERSONNEL SERVICES		125,570.00	125,570.00	9,603.45	46,905.94	0.00	78,664.06	37.35
OTHER CHARGES								
247-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	43,000.00	43,000.00	3,277.14	17,993.06	0.00	25,006.94	41.84
OTHER CHARGES		43,000.00	43,000.00	3,277.14	17,993.06	0.00	25,006.94	41.84
Total Dept 441.005 - DOWNTOWN MAINTENANCE								
		168,570.00	168,570.00	12,880.59	64,899.00	0.00	103,671.00	38.50
Dept 748.000 - PRINCIPAL SHOPPING DISTRICT								
PERSONNEL SERVICES								
247-748.000-702.0001	SALARIES & WAGES DIRECT	234,900.00	234,900.00	16,873.51	63,205.91	0.00	171,694.09	26.91
247-748.000-706.0001	FICA	17,970.00	17,970.00	1,229.91	4,597.69	0.00	13,372.31	25.59
247-748.000-706.0002	HOSPITALIZATION	37,340.00	37,340.00	2,871.82	11,200.10	0.00	26,139.90	29.99
247-748.000-706.0003	LIFE INSURANCE	950.00	950.00	72.34	282.12	0.00	667.88	29.70
247-748.000-706.0004	RETIRE CONTRIB HEALTH	5,620.00	5,620.00	467.67	1,870.68	0.00	3,749.32	33.29
247-748.000-706.0005	DENTAL/OPTICAL	1,640.00	1,640.00	122.26	476.82	0.00	1,163.18	29.07
247-748.000-706.0006	LT/ST DISABILITY	990.00	990.00	73.36	286.10	0.00	703.90	28.90
247-748.000-706.0007	WORKER'S COMPENSATION	740.00	740.00	83.40	317.02	0.00	422.98	42.84
247-748.000-706.0010	RETIREMENT EMPLOYER CNTB	4,830.00	4,830.00	402.25	1,609.00	0.00	3,221.00	33.31
247-748.000-706.0012	RETIREMNT-DEF CONTR EMPLR	10,370.00	10,370.00	774.26	3,019.62	0.00	7,350.38	29.12
247-748.000-706.0013	RET HLTH SVGS CONTR EMPLR	1,820.00	1,820.00	140.00	546.00	0.00	1,274.00	30.00
PERSONNEL SERVICES		317,170.00	317,170.00	23,110.78	87,411.06	0.00	229,758.94	27.56
OTHER CHARGES								
247-748.000-801.0200	LEGAL SERVICES	3,000.00	3,000.00	334.79	945.51	0.00	2,054.49	31.52
247-748.000-802.0100	AUDIT	760.00	760.00	262.50	469.10	0.00	290.90	61.72
247-748.000-828.0300	PARKING VALET SERVICES	15,000.00	90,000.00	0.00	2,100.00	75,000.00	12,900.00	85.67
247-748.000-829.0100	SNOW REMOVAL CONTRACT	59,000.00	59,000.00	9,416.66	9,416.66	0.00	49,583.34	15.96
247-748.000-829.0200	WEB SITE MAINTENANCE	5,500.00	5,500.00	1,500.00	1,581.68	0.00	3,918.32	28.76
247-748.000-851.0000	TELEPHONE	1,750.00	1,750.00	99.84	302.74	0.00	1,447.26	17.30
247-748.000-901.0400	MARKETING & ADVERTISING	150,000.00	150,000.00	(6,500.25)	31,604.28	0.00	118,395.72	21.07
247-748.000-901.0500	PUBLIC RELATIONS	10,000.00	10,000.00	2,000.00	2,000.00	0.00	8,000.00	20.00
247-748.000-903.0000	TENANT RECRUITMENT	100,000.00	100,000.00	2,657.13	19,380.42	0.00	80,619.58	19.38
247-748.000-904.0000	PRINTING PSD MAGAZINE	60,000.00	60,000.00	7,000.00	7,000.00	0.00	53,000.00	11.67
247-748.000-909.0000	SPECIAL EVENTS	200,000.00	200,000.00	3,748.13	27,468.01	0.00	172,531.99	13.73
247-748.000-933.0200	EQUIPMENT MAINTENANCE	1,200.00	1,200.00	217.49	434.98	0.00	765.02	36.25
247-748.000-935.0200	MAINTENANCE SHOPPING DIST	70,000.00	70,000.00	6,241.34	7,706.84	0.00	62,293.16	11.01
247-748.000-942.0000	COMPUTER EQUIPMENT RENTAL	20,930.00	20,930.00	1,744.17	6,976.68	0.00	13,953.32	33.33
247-748.000-944.0000	BUILDING OR FACILITY RENT	12,000.00	12,000.00	1,000.00	4,000.00	0.00	8,000.00	33.33
247-748.000-955.0100	TRAINING	1,000.00	1,000.00	0.00	0.00	0.00	1,000.00	0.00
247-748.000-955.0300	MEMBERSHIP & DUES	1,600.00	1,600.00	0.00	575.00	0.00	1,025.00	35.94
247-748.000-955.0400	CONFERENCES & WORKSHOPS	3,000.00	3,000.00	0.00	0.00	0.00	3,000.00	0.00
247-748.000-957.0400	LIAB INSURANCE PREMIUMS	4,500.00	4,500.00	375.00	1,500.00	0.00	3,000.00	33.33

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 10/31/2020

GL NUMBER	DESCRIPTION	2020-21	2020-21	ACTIVITY FOR	YTD BALANCE	ENCUMBERED	UNENCUMBERED	% BDGT
		ORIGINAL	2020-21	MONTH	10/31/2020	YEAR-TO-DATE	BALANCE	USED
		BUDGET	AMENDED BUDGET	10/31/20				
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Fund 247 - PRINCIPAL SHOPPING DISTRICT								
Expenditures								
OTHER CHARGES		719,240.00	794,240.00	30,096.80	123,461.90	75,000.00	595,778.10	24.99
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	130.18	3,256.43	0.00	243.57	93.04
SUPPLIES		6,500.00	6,500.00	130.18	3,256.43	0.00	3,243.57	50.10
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Total Dept 748.000 - PRINCIPAL SHOPPING DISTRICT		1,042,910.00	1,117,910.00	53,337.76	214,129.39	75,000.00	828,780.61	25.86
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TOTAL EXPENDITURES		1,255,950.00	1,330,950.00	67,092.88	280,473.30	75,000.00	975,476.70	26.71
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Fund 247 - PRINCIPAL SHOPPING DISTRICT:								
TOTAL REVENUES		1,255,950.00	1,330,950.00	25,000.00	33,533.99	0.00	1,297,416.01	2.52
TOTAL EXPENDITURES		1,255,950.00	1,330,950.00	67,092.88	280,473.30	75,000.00	975,476.70	26.71
NET OF REVENUES & EXPENDITURES		0.00	0.00	(42,092.88)	(246,939.31)	(75,000.00)	321,939.31	100.00

PRINCIPAL SHOPPING DISTRICT
CASH FLOW
FOR THE MONTH OF OCTOBER 2020

<u>DESCRIPTION</u>	<u>PROJECTED</u>	<u>ACTUAL</u>	<u>VARIANCE</u>
BEGINNING CASH BALANCE	\$ 690,390	\$ 711,589	\$ 21,199
CASH RECEIPTS:			
Special Assessments	-	-	-
Interest Income*	960	-	(960)
Advisory Parking Committee	-	25,000	25,000
Special Event Revenue	<u>17,270</u>	<u>-</u>	<u>(17,270)</u>
Sub-total cash receipts	18,230	25,000	6,770
CASH DISBURSEMENTS:			
OFFICE DISBURSEMENTS			
PSD Personnel Costs	24,400	24,851	(451)
727.0000 Postage	400	-	400
729.0000 Supplies	280	-	280
801.0200 Legal	250	-	250
802.0100 Audit	330	262	68
811.0000 Other Contractual Service	-	-	-
933.0200 Equipment Maintenance	-	-	-
851.0000 Telephone	150	100	50
955.0100 Training	80	-	80
955.0300 Memberships & Dues	-	-	-
955.0400 Conferences & Workshops	-	-	-
942.0000 Computer Equipment Rental	1,740	1,744	(4)
957.0400 Liability Insurance	375	375	-
944.0000 Building Rent	<u>1,000</u>	<u>1,000</u>	<u>-</u>
Sub-total Office Disbursements	29,005	28,332	673
PROGRAM DISBURSEMENTS			
DPS Downtown Maintenance	6,110	15,679	(9,569)
Promotion Personnel Costs	3,700	875	2,825
Gift Certificates Out	-	-	-
828.0300 Valet Services	-	100	(100)
829.0100 Snow Removal	-	-	-
935.0200 Maintenance PSD	5,000	827	4,173
901.0400 Marketing & Advertising	7,000	2,501	4,499
901.0500 Public Relations	1,000	-	1,000
903.0000 Tenant Recruitment	8,330	3,860	4,470
909.0000 Special Events	24,000	5,467	18,533
904.0000 PSD Magazine	30,000	7,000	23,000
829.0200 Web Site Maintenance	<u>-</u>	<u>-</u>	<u>-</u>
Sub-total Program Disbursements	<u>85,140</u>	<u>36,309</u>	<u>48,831</u>
Total Disbursements	114,145	64,641	49,504
INCREASE (DECREASE) IN CASH BALANCE	<u>(95,915)</u>	<u>(39,641)</u>	<u>56,274</u>
ENDING CASH BALANCE	<u>\$ 594,475</u>	<u>\$ 671,948</u>	<u>\$ 77,473</u>

PRINCIPAL SHOPPING DISTRICT
ACTUAL CASH FLOW
FOR THE FOUR MONTHS ENDED OCTOBER 2020

	DESCRIPTION	PROJECTED	ACTUAL	VARIANCE
	BEGINNING CASH BALANCE	\$ 909,425	\$ 909,425	\$ -
	CASH RECEIPTS:			
	Special Assessments	13,830	41,765	27,935
	Interest Income	4,410	2,384	(2,026)
	Advisory Parking Committee	-	25,000	
	Special Event Revenue	<u>128,070</u>	<u>1,146</u>	<u>(126,924)</u>
	Sub-total cash receipts	146,310	70,295	(101,015)
	CASH DISBURSEMENTS:			
	OFFICE DISBURSEMENTS			
	PSD Personnel Costs	109,800	100,992	8,808
727.0000	Postage	800	-	800
729.0000	Supplies	1,260	3,161	(1,901)
801.0200	Legal	1,000	788	212
802.0100	Audit	660	469	191
811.0000	Other Contractual Service	-	-	-
933.0200	Equipment Maintenance	300	218	82
851.0000	Telephone	580	405	175
955.0100	Training	330	-	330
955.0300	Memberships & Dues	400	950	(550)
955.0400	Conferences & Workshops	1,250	-	1,250
942.0000	Computer Equipment Rental	6,960	6,976	(16)
957.0400	Liability Insurance	1,500	1,500	-
944.0000	Building Rent	<u>4,000</u>	<u>4,000</u>	<u>-</u>
	Sub-total Office Disbursements	128,840	119,459	9,381
	PROGRAM DISBURSEMENTS			
	DPS Downtown Maintenance	58,320	72,597	(14,277)
	Promotion Personnel Costs	14,830	2,825	12,005
	Gift Certificates Out	-	25	(25)
828.0300	Valet Services	-	2,100	(2,100)
829.0100	Snow Removal	-	-	-
935.0200	Maintenance PSD	29,600	5,806	23,794
901.0400	Marketing & Advertising	64,000	49,847	14,153
901.0500	Public Relations	3,000	-	3,000
903.0000	Tenant Recruitment	33,320	17,686	15,634
909.0000	Special Events	69,000	30,367	38,633
904.0000	PSD Magazine	60,000	7,000	53,000
829.0200	Web Site Maintenance	<u>350</u>	<u>60</u>	<u>290</u>
	Sub-total Program Disbursements	<u>332,420</u>	<u>188,313</u>	<u>144,107</u>
	Total Disbursements	461,260	307,772	153,488
	INCREASE (DECREASE) IN CASH BALANCE	<u>(314,950)</u>	<u>(237,477)</u>	<u>52,473</u>
	ENDING CASH BALANCE	<u>\$ 594,475</u>	<u>\$ 671,948</u>	<u>\$ 52,473</u>

CITY OF BIRMINGHAM
PRINCIPAL SHOPPING DISTRICT
CASH FLOW ANALYSIS
JULY 2020 TO JUNE 2021

DESCRIPTION	ACTUAL				PROJECTED								Total 2019-2020
	JULY 2020	AUGUST 2020	SEPTEMBER 2020	OCTOBER 2020	NOVEMBER 2020	DECEMBER 2020	JANUARY 2021	FEBRUARY 2021	MARCH 2021	APRIL 2021	MAY 2021	JUNE 2021	
BEGINNING CASH BALANCE	909,425	823,584	787,539	711,589	671,948	620,949	514,100	801,031	1,198,832	1,110,833	1,039,468	937,043	909,425
CASH RECEIPTS:													
2019 Assessment	539	35,615	5,611	-	-	1,000	1,000	1,000	-	-	7,210	-	51,975
2020 Assessment	-	-	-	-	-	51,550	463,920	505,160	10,300	-	-	-	1,030,930
Special Assessments	539	35,615	5,611	-	-	52,550	464,920	506,160	10,300	-	7,210	-	1,082,905
Interest Income	(76)	1,314	1,146	-	820	750	600	1,050	1,640	1,570	1,490	1,370	11,674
Advisory Parking Committee	-	-	-	25,000	25,000	-	-	-	-	-	-	-	50,000
Special Event Revenue	870	156	120	-	23,260	5,610	3,380	2,130	10,280	12,000	4,120	1,150	63,076
Sub-total cash receipts	1,333	37,085	6,877	25,000	49,080	58,910	468,900	509,340	22,220	13,570	12,820	2,520	1,207,655
CASH DISBURSEMENTS:													
OFFICE DISBURSEMENTS													
PSD Personnel Costs	33,345	21,860	20,936	24,851	24,400	24,400	36,600	24,400	24,400	24,400	24,400	24,370	308,362
727.00 Postage	-	-	-	-	400	400	-	-	-	400	400	600	2,200
729.00 Supplies	-	2,784	377	-	280	280	280	280	280	280	280	280	5,401
801.02 Legal	-	177	611	-	250	250	250	250	250	250	250	250	2,788
802.01 Audit	-	-	207	262	-	100	-	-	-	-	-	-	569
811.00 Other Contractual Service	1,440	-	-	-	-	-	-	-	-	-	-	-	1,440
933.02 Equipment Maintenance	-	-	218	-	-	300	-	-	300	-	-	300	1,118
851.00 Telephone	102	103	100	100	140	150	140	150	140	150	150	150	1,575
955.01 Training	-	-	-	-	80	90	80	80	90	80	80	90	670
955.03 Memberships & Dues	-	375	575	-	400	-	130	30	-	270	370	-	2,150
955.04 Conferences & Workshops	-	-	-	-	-	300	700	250	-	-	400	100	1,750
942.00 Computer Equipment Rental	1,744	1,744	1,744	1,744	1,740	1,740	1,740	1,750	1,750	1,750	1,750	1,750	20,946
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	38,006	28,418	26,143	28,332	29,065	29,385	41,295	28,565	28,585	28,955	29,455	29,265	365,469
PROGRAM DISBURSEMENTS													
DPS Downtown Maintenance	26,958	15,187	14,773	15,679	22,500	22,500	18,200	6,110	6,110	6,110	6,110	22,610	182,847
Promotion Personnel Costs	1,950	-	-	875	3,700	3,710	3,710	3,700	3,710	3,710	3,700	3,700	32,465
Gift Certificates Out	-	25	-	-	-	-	-	-	-	-	-	-	-
828.03 Valet Services	-	-	2,000	100	-	7,500	7,500	-	-	-	-	-	17,100
829.01 Snow Removal	-	-	-	-	9,834	9,834	14,834	14,834	14,834	9,830	-	-	74,000
935.02 Maintenance PSD	3,703	638	638	827	-	1,400	8,000	-	8,000	7,000	8,000	8,000	46,206
901.04 Marketing & Advertising	10,778	17,491	19,077	2,501	10,000	20,000	59,000	39,000	29,000	10,000	10,000	9,000	235,847
901.05 Public Relations	-	-	-	-	1,000	1,000	1,000	1,000	-	1,000	1,000	1,000	7,000
903.00 Tenant Recruitment	(528)	7,443	6,911	3,860	8,330	8,330	18,330	18,330	18,330	18,330	18,330	18,370	144,366
909.00 Special Events	7,687	3,928	13,285	5,467	14,000	62,000	10,000	-	-	-	37,000	8,000	161,367
904.00 PSD Magazine	-	-	-	7,000	-	-	-	-	-	-	-	-	7,000
829.02 Web Site Maintenance	60	-	-	-	1,650	100	100	-	1,650	-	1,650	-	5,210
Sub-total Program Disbursements	50,608	44,712	56,684	36,309	71,014	136,374	140,674	82,974	81,634	55,980	85,790	70,680	913,408
Total Disbursements	88,614	73,130	82,827	64,641	100,079	165,759	181,969	111,539	110,219	84,935	115,245	99,945	1,278,877
INCREASE (DECREASE) IN CASH BALANCE	(87,281)	(36,045)	(75,950)	(39,641)	(50,999)	(106,849)	286,931	397,801	(87,999)	(71,365)	(102,425)	(97,425)	(71,222)
ENDING CASH BALANCE	822,144	787,539	711,589	671,948	620,949	514,100	801,031	1,198,832	1,110,833	1,039,468	937,043	839,618	838,203



The Shopping District

Special Events Committee

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

Staff: Tighe, Brook

1. **No meeting held in November.**
2. **Holiday Activities**
 - a. Small Business Saturday – November 28th
 - i. We will offer Birmingham Bucks for those who shop Friday, November 27th – Sunday, November 29th. Shoppers can earn \$25 for every \$100 spent. Individuals are eligible to earn a maximum of \$100.
 - ii. Hazel, Ravines & Downtown will pass out hot chocolate at the corner of Maple & Old Woodward from 10 a.m. – 3 p.m. on November 28th.
 - iii. Santa visits will start on Small Business Saturday.
 - b. Santa House – Socially distanced Santa visits will be by appointment only, weekends Thanksgiving through Christmas, in Shain Park in front of Santa House.
 - c. Scavenger Hunt
 - i. To help bring people into downtown we will be running a scavenger hunt (using mobile devices) Saturdays and Sundays from Thanksgiving through Christmas.
 - ii. Chief Financial Credit Union will be a \$5,000 sponsor for the scavenger hunt.
 - d. The Great Decorate
 - i. Approximately 30 stores and restaurants have registered to participate in The Great Decorate.
 - e. Other activities
 - i. We will have giveaways of hot chocolate, kettle corn, or roasted chestnuts each Saturday as well as two live reindeer appearances.

NEXT MEETING: Friday, December 11 at 8:30 a.m.

2020-21 Budget: \$190,000

Remaining balance after December vouchers: \$152,887



Marketing & Advertising Committee Meeting

November 19, 2020

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

Benkert and Darakjian taking an extended leave of absence from committee.

Staff: Tighe, Brook

1. Welcome and Introductions

PRESENT: Champagne, Eid, Kay, Lundberg, Pohlod

ABSENT: Benkert, Darakjian

ADMINISTRATION: Brook, Tighe

VISITORS:

2. Holiday Video and Magazine Insert

The holiday gift guide was published early November and the holiday video will start airing the week of Small Business Saturday. The video will highlight local businesses, East and West Maple, and gift ideas such as table settings, bedding, gift-wrap, apparel and more.

3. Website

The kick off meeting to website needs, goals, objectives, brand guidelines, integrations, design, schedule and concerns and challenges, and next steps. The next web design meeting will take place December 1st.

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

Marketing 2020-21 Budget: \$240,000

Remaining balance after December vouchers: \$189,920

Magazine 2020-21 Budget: \$60,000

Remaining balance after December vouchers: \$9,000



The Shopping District

Maintenance/Capital Improvement Committee

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

Staff: Tighe, Wood, Laird, McGaughey, Jurek

- 1. No meeting held in November.**
- 2. Holiday planters:**
 - a. Holiday planters with birch logs, greenery, holly, and ornaments were planted early November.
- 3. Holiday lighting:**
 - a. DPS strung lights throughout the city for the holidays. Chandelier lighting on North Old Woodward was hung mid-November.

NEXT MEETING: December 8, 2020

2020-21 Budget: \$60,000

Remaining balance December vouchers: \$52,082

Snow removal 2020-21 Budget: \$75,000

Remaining balance after December vouchers: \$56,166



Business Development Committee

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

Staff: Tighe

1. No meeting held in November.

2. Retention and Growth

- a. The committee finalized its goals, objectives, and tasks to help retain businesses in downtown.

3. Attraction

- a. The committee is finalizing an updated pipeline report to track new business attraction to downtown Birmingham.
- b. Goals, objectives and key performance indicators to better help the BSD measure metrics in attraction were established.

NEXT MEETING: TBD

2020-21 Budget: \$160,000

Remaining balance after December vouchers: \$137,268

	Code Name	Status	SF	Timing	Notes
1	Women's apparel	Lease signed		Summer 2019	Store opened
2	Women's apparel	Lease signed	1500-1800		Store opened Sept 12
3	Mens apparel	Lease signed			
4	Womens apparel	Serious Prospect			Interested in Birmingham, asked me to send sites just after Xmas
5	Womens apparel	Serious Prospect			Looked at several locations including Somerset, hoping to land in old Panera space
6	Men & women apparel	Serious Prospect			Looked at several locations including Somerset, hoping to land in old Panera space
7	Jewelry	Serious Prospect			Looking at several locations
8	Chocolate	Serious Prospect			Looking at several locations
9	Home	Serious Prospect			This deal is moving forward
10	Mens apparel	Serious Prospect			Interested in Birmingham, looking for the right deal
11	Men & women apparel	Serious Prospect			Looking at Panera space and others
12	Furniture	Serious Prospect			Looking at downtown location
13	Men & women apparel	Serious Prospect			Looking at several locations- should have direction around Thanksgiving
14	Shoes	On Hold, but interested			Last connected 11/2
15	Womens & Girls Apparel	On Hold, but interested			Last connected 11/16
16	Convenience	On Hold, but interested			Last connected 11/9
17	Computer	On Hold, but interested			Last connected 11/9
18	Luggage	On Hold, but interested			Last connected 11/2
19	Electronics	On Hold, but interested			Let go real estate manager Last connected 11/13- sent them a potential site on hold
20	Furniture	On Hold, but interested			Last connected 11/2
21	Men's apparel	On Hold, but interested			Last connected 11/2
22	Shared workspace	On Hold, but interested			Talking to Sam's team
23	Womens apparel	On Hold, but interested			Last connected 11/17
24	Shoes	On Hold, but interested			on hold call after the first of the year 11/13
25	Womens apparel	On Hold, but interested			Last connected 11/2
26	Men's apparel	On Hold, but interested			Last connected 11/2
27	Womens sports apparel	On Hold, but interested			Last connected 11/2 not responsive furloughed
28	Mens apparel	On Hold, but interested			In survival mode, call after the first as they are on hold
29	Mens & Womens apparel	On Hold, but interested			Last connected 10/6 call after the first
30	Home goods	On Hold, but interested			Last connected 11/8
31	Shoes	On Hold, but interested			Last connected 11/16
32	Men's apparel	On Hold, but interested			New contact needed no real estate person yet
33	Mens & Womens apparel	On Hold, but interested			Last connected 11/16
34	Womens apparel	On Hold, but interested	Real estate mgr gone		Real estate mgr gone Last connected 9/11 email bounced
35	Perfume	On Hold, but interested			Last connected 11/2
36	Eyeware	On Hold, but interested	Real estate rep on maternity		Last connected 11/2
37	Womens apparel	On Hold, but interested			Last connected 11/18
38	Mens & Womens apparel	On Hold, but interested			Last connected 11/18
39	Furniture	On Hold, but interested			Connecting at Shop Talk on hold
40	Mens & Womens apparel	On Hold, but interested			Last connected 11/18
41	Exercise	On Hold, but interested			Last connected 11/2
42	Home	On Hold, but interested			Real estate rep gone Last connected 11/3
43	Womens apparel	On Hold, but interested			Contact after the first of the year, new prospect
44	Womens and Men apparel	On Hold, but interested			Last connected 11/2 laid off 1/2 of corporate staff

	Code Name	Status	SF	Timing	Notes
45	Furniture	On Hold, but interested			Last connected 11/2
46	Womens apparel	On Hold, but interested			Last connect 11/18
47	Womens apparel	On Hold, but interested	New Broker		Last connected 11/2
48	Shoes	On Hold, but interested			Last connected 11/18
49	Men's apparel	On Hold, but interested			Last connected 10/23 asked me to call him next year
50	Crystal	On Hold, but interested			Last connected 11/2
51	Womens apparel	On Hold, but interested			Last connected 10/2 asked me to call them next year
52	Mens & Womens apparel	On Hold, but interested			Last connected 11/18
53	Mens & Womens apparel	On Hold, but interested			Last connected 11/2
54	Toys	On Hold, but interested			No holiday stores due to Covid Last connected 9/18
55	Womens apparel	On Hold, but interested			Last connected 11/2
56	Womens apparel	On Hold, but interested			Last connected 11/18
57	Men's apparel	On Hold, but interested			Last connected 11/2
58	Mens and Womens Apparel	On Hold, but interested			Last connected 11/2
59	Women's apparel 12	Initial Contact			In touch with broker said not sure of MI
60	Cosmetics	Initial Contact			New Contact
61	Women's apparel and accessories	Initial contact			Initial contact
62	Home	Initial contact			New Contact
63	Luxury fashion 5	Initial contact			Initial contact not responsive
64	Furniture	Initial contact			New Contact
65	Mens and Womens Apparel	Initial contact			New Contact
66	Online	Initial Contact			New Contact
67	Womens apparel	Initial Contact			New Contact
68	Womens' apparel	Initial Contact			New Contact
69	Furniture	Initial Contact			Determining contact
70	Luxury leather goods	Initial Contact			Determining contact
71	Women's apparel 7	Initial contact			Determining contact
72	Luxury fashion 4	Initial Contact			Determining contact
73	Womens apparel	Initial Contact			New Contact
74	Cosmetics 3	Initial contact			New Contact
75	women's apparel 15	Initial contact			New contract
76	Outdoor apparel 1	Initial contact			Getting new contact
77	Furniture	Initial Contact			New Contact
78	Luxury fashion accessories 1	Initial Contact			email and telephone follow up
79	Furniture	Initial contact			New Contact
80	Sports	Initial contact			New Contact
81	Environmentally friendly apparel	Initial contact			Sent email
82	Women's contemporary apparel	Sites Sent			Sent sites
83	Outdoor apparel 2	Sites Sent			Sent sites
84	Luxury leather goods	Sites Sent			Sent sites
85	women's and men's apparel	Sites Sent			Sent sites
86	Childrens apparel	Sites Sent			Sent sites
87	Denim apparel 1	Sites Sent			Sent sites
88	Mens and Womens Apparel	Sites Sent			Sent sites

	Code Name	Status	SF	Timing	Notes
89	Luxury fashion 6	Sites Sent			Sent sites
90	Online	Sites Sent			Sent sites
91	Men's apparel 7	Sites Sent			Sent sites
92	Women's apparel	Sites Sent			Sent sites
93	Accessories	Sites Sent			Sent sites
94	Books	Sites Sent			Sent sites
95	Candy	Sites Sent			Sent site
96	cosmetics 2	Sites Sent			Sent sites
97	Women's contemporary apparel 1	Sites Sent			Sent sites
98	Womens apparel	Sites Sent			Sent sites
99	Jewelry	Sites Sent			Sent sites
100	Cafe	Sites Sent			Sent sites
101	Cafe	Sites Sent			Actively looking for a site in Birmingham
102	Mens and Womens Apparel	Sites Sent			Sent Sams site
103	Cafe	Sites Sent			Sent sites
104	Cafe	Sites Sent			Sent sites
105	Shoes	Financial problems			Filed Bankruptcy
106	Furniture	Financial problems			Decided not to pursue brick and mortar stores
107	Electronics	Financial problems			Closing all stores
108	Men's apparel	Financial problems			Filed Bankruptcy
109	Womens apparel	Financial problems			Financial problems
110	Mens and Womens Apparel	Financial problems			Filed Bankruptcy- many high end brands such as Calvin Klein, Michael Kors, Under Armour, Kate Spade
111	Shoes	Financial problems			Filed Bankruptcy
112	Furniture	Financial problems			Real estate staff fired
113	Leather goods	Financial problems			Real estate staff fired
114	Mens and Womens Apparel	Financial problems			Filed Bankruptcy
115	Womens apparel	Financial problems			Closing stores
116	Mens and Womens Apparel	Financial problems			Filed Bankruptcy
117	Womens apparel	Financial problems			Filed Bankruptcy
118	Mens and Womens Apparel	Financial problems			Watch list Filed Bankruptcy
119	Men's apparel	Financial problems			Real estate staff fired
120	Paper Goods	Financial problems			Watch list Filed Bankruptcy- parent of Paper Source
121	Furniture	Financial problems			Filed Bankruptcy
122	Mens Apparel	Financial problems			Filed Bankruptcy
123	Stationary	Financial problems			Filed Bankruptcy
124	Womens Apparel	Financial problems			Filed Bankruptcy
125	Accessories	Financial problems			Filed Bankruptcy
126	Womens apparel	Financial problems			Financial problems
127	Furniture	Financial problems			Filed Bankruptcy
128	Youth apparel	Not interested currently			Not adding stores in our market at this time, but will keep in touch.
129	Lingerie 1	Not interested currently			No interest in Birmingham
130	Mens and Womens Apparel	Not interested currently			No interest in Birmingham
131	Women's apparel 1	Not interested currently			Not responsive
132	Bookstore 1	Not interested currently			Went to Somerset

	Code Name	Status	SF	Timing	Notes
133	Family Apparel	Not interested currently			Not adding stores in our market
134	Electronics 2	Not interested currently			Did not want another Michigan location
135	Women's apparel 4	Not interested currently			email and telephone follow up
136	Women apparel	Not interested currently			too close to Somerset
137	Womens apparel	Not interested currently			Not adding another store now because of Somerset
138	Furniture 6	Not interested currently			Broker called me. MI is one of three states with special sales tax for parent company which is QVC
139	Books	Not interested currently			Rejected Boji due to price and Sam due to layout 10/16
140	Online furniture	Not interested currently			Store in trouble
141	Online cosmetics	Not interested currently			Not responsive
142	Kids Enrichment	Not interested currently			No Interest
143	Children store	Not interested currently			Not looking at stores right now
144	Mens and Womens Apparel	Not interested currently			Not looking in Michigan
145	Furniture	Not interested currently			Not wanting to add a store in MI
146	Online skincare 1	Not interested currently			Sending sites, not responsive
147	Shoes 1	Not interested currently			Real estate rep left, no new contact yet
148	Contemporary men's and women's apparel	Not interested currently			Took a serious look, but we don't have their sq footage
149	children's store 1	Not interested currently			Revisiting
150	Online Women's Clothing 1	Not interested currently			Not responsive
151	Mens and Womens Apparel	Not interested currently			Not looking in MI
152	Toys 1	Not interested currently			Won't put another store this close to Somerset
153	Online Dorm room	Not interested currently			Only doing summer pop ups. Said to contact for next summer
154	Chocolate	Not interested currently			Not responsive
155	Online Clothing 1	Not interested currently			Just starting to add stores, contact next year.
156	womens and mens apparel	Not interested currently			Not adding another store in our market
157	Dart bar	Not interested currently	Michell' space		National broker rejected site due to lack of daytime traffic.
158	cosmetics 1	Not interested currently	Boutique		Put a hold on adding stores
159	Women and men's apparel 3	Not interested currently	1800-2000		Not doing leases for 12-18 mos unless value added- in other words, no rent.
160	Furniture 4	Not interested currently			Rejected our market.
161	Shoes	Not interested currently			Not looking in MI
162	Chocolate	Not interested currently			Rejected our market.
163	Online cosmetics 3	Not interested currently			Not responsive
164	Children's apparel 1	Not interested currently			not adding stores
165	Tween fashion 1	Not interested currently			No expansion
166	online goods	Not interested currently			Not responsive
167	Men's apparel 1	Not interested currently			Interested in another market
168	Ice Cream 1	Not interested currently			Broker said they were not interested in the market.
169	Womens apparel	Not interested currently			
170	Men's shoes 1	Not interested currently	1500-1800		Not expanding now but perhaps in future
171	Kids enrichment	Not interested currently			Having a tough time getting registered in MI
172	Lingerie 2	Not interested currently			Company sold and not adding sites
173	womens and mens apparel	Not interested currently			Needs 15,000 sq ft. Interested and asked to call if we have that size
174	Candy	Not interested currently			Not responsive
175	Furniture	Not interested currently			Reviewed sites, believe too close to Somerset
176	Women's Apparel 6	Not interested currently			not responsive

	Code Name	Status	SF	Timing	Notes
177	Cosmetics	Not interested currently			Don't need another in market- but knew Birmingham well
178	Purses	Not interested currently			Not this market
179	women's and men's apparel 1	Not interested currently	Boutique		Decided to go with a larger footprint of 20,000 sq ft
180	Designer resale 1	Not interested currently	Boutique		No interest
181	Women's and men's apparel 4	Not interested currently			No interest in Birmingham
182	Bakery 1	Not interested currently			Not responsive
183	Electronics	Not interested currently			Decided to stop brick and mortar stores
184	Furniture	Not interested currently			Not in this market
185	Online Clothing 2	Not interested currently			Not responsive
186	Online purses	Not interested currently			Need a franchisee
187	Online Activewear 1	Not interested currently			Sending Sites, not responsive
188	Womens apparel	Not interested currently			Not responsive
189	Online men's suits	Not interested currently			Not interested
190	Luxury fashion 3	Not interested currently			Not interested
191	Furniture/home accessories	Not interested currently			Looking for space larger than we have
192	Luxury Resale	Not interested currently			Not looking for brick and mortar
193	Womens apparel	Not interested currently			Not doing US stores
194	Resale	Not interested currently			Not doing brick and mortar locations
195	Womens apparel	Not interested currently			Not responsive
196	cosmetics 4	Not interested currently			Somerset renewed and put in radius restriction
197	women's men's apparel	Not interested currently			Can't expand in Birmingham due to naming issues
198	Womens apparel	Not interested currently			Not adding stores
199	Online Women's shoes	Not interested currently			Said Detroit not on their list now
200	Women's athletic apparel 1	Not interested currently			retailer not interested in expanding in our market at this time.
201	Women's apparel 8	Not interested currently	2800		Rejected Birmingham and opening a store at Somerset
202	Designer resale	Not interested currently			Not doing brick and mortar locations
203	Women's apparel 3	Not interested currently	2500		Needs 24 feet width. Keep in touch, not opening stores now
204	apparel 1	Not interested currently	25,000		Don't have sq footage they need
205	Luxury apparel 2	Not interested currently			Took a serious look, but rejected due to too few high end apparel stores.
206	Luxury apparel	Not interested currently			Not serious about looking at site
207	Shoes	Not interested currently			Not looking in market
208	Eyeglass	Not interested currently			Radius restriction with Somerset
209	Home goods 1	Not interested currently			Rejected market
210	Home	Not interested currently			No need for another store
211	Leather	Not interested currently			Not looking in this market
212	Online cosmetics 1	Not interested currently			Not part of their expansion plan
213	Athletic apparel	Not interested currently			Not adding stores in our market at this time

	Key
	Lease signed
	Serious prospect
	On hold
	Initial contact made
	Sites sent

	Code Name	Status	SF	Timing	Notes
	Financial trouble				
	Not interested currently - BSDs reaches out annually to determine if circumstances have changed				

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

DECEMBER 2020

Office Occupancy Rate 88%

Retail Occupancy Rate 96%

Name of Business	Property Address	Street Name	Notes	Date of notification	Scheduled to Open/Moved/Closed/Opened in last 12 months
James & Bloom	146	Maple Road, West	Cabinetry & Flooring	11/01/20	Scheduled to Open
Clean Juice	148	Pierce Street	Juice bar	11/01/20	Scheduled to Open
Perch 313	640	Old Woodward, North	Rugs, home décor	11/01/20	Scheduled to Open
Birmingham Pub	555	Old Woodward, South	Restaurant	09/18/20	Scheduled to Open
Birmingham Bridal	534	Old Woodward, North	Bridal	09/11/20	Scheduled to Open
Fruitition Acai & Juice Bar	856	Old Woodward, North	Coffee café	07/20/20	Scheduled to Open
David Abraham Custom Clothiers	261	Maple Road, East	Tailor	05/14/20	Scheduled to Open
The Lash Lounge	856	Old Woodward, North	Salon/Spa	02/21/20	Scheduled to open
DiMaggio Fine Art & Jewelry	175	Maple Road, West	Jeweler	03/08/19	Scheduled to open
Paint Nail Bar	229	Old Woodward, North	Nail Salon	09/28/20	Opened
S-Three Restaurant	117	Willits Street	Restaurant	09/28/20	Opened
Johnny Was	115	Old Woodward, South	Womens Apparel	09/14/20	Opened
The French Lady	768	Old Woodward, North	Restaurant	09/08/20	Opened
Sorrentia's Salon	588	Old Woodward, North	Salon	09/03/20	Opened
Woodward Standard Print House	282	Maple Road, West	Apparel	08/01/20	Opened
Seven Daughters	163	Maple Road, West	Coffee roaster	08/01/20	Opened
Urban Wick Candle Bar	172	Old Woodward, North	Specialty Retailer	07/23/20	Opened
VIGA USA	152	Old Woodward, North	Apparel - women	07/16/20	Opened
ABC Vintage	154	Maple Road, West	Apparel	05/01/20	Opened
Bakehouse 46	136	Old Woodward, North	Food Specialties	02/25/20	Opened
Planthropie	135	Pierce Street	Food Specialties	02/22/20	Opened

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

DECEMBER 2020

Office Occupancy Rate 88%

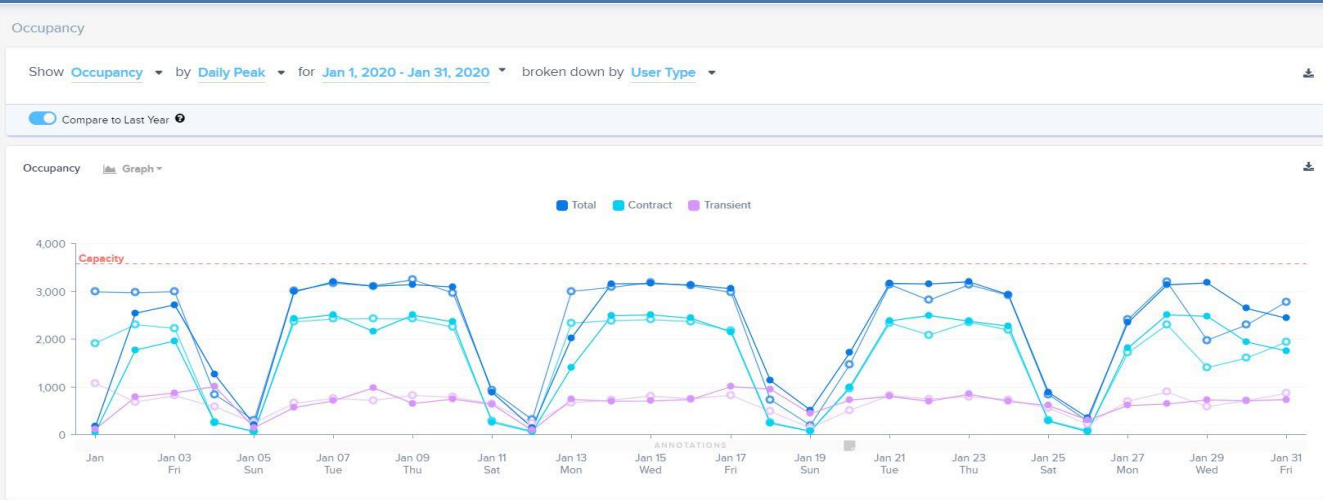
Retail Occupancy Rate 96%

[illegible]

City of Birmingham Parking Utilization Dashboard – January 2020

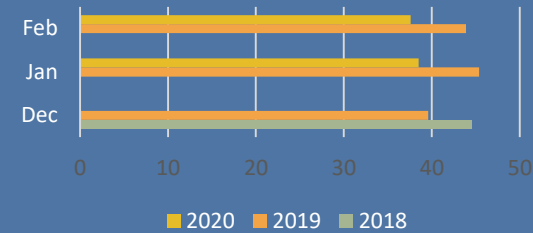
Parking Garages

OCCUPANCY

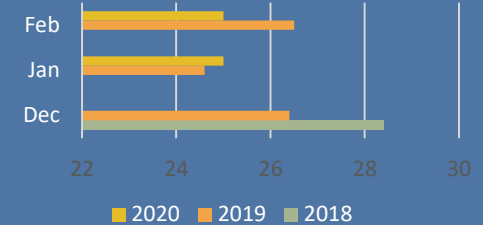


Parking Meters

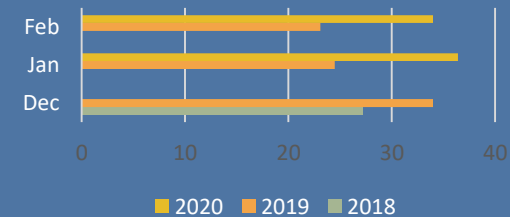
Coin



Credit



ParkMobile



DURATION



Roof Top Valet

January 2019	January 2020	Percentage Change
33	96	131%

MONTHLY PARKING PERMIT REPORT

For the month of: January 2020

Date Compiled: February 13, 2020

	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	676	845	486	881	1218	177	40	8	30	50	225	4636
5. Permits - end of previous month	550	750	400	800	1140	170	40	8	10	50	190	4108
6. Permits - end of month	676	750	440	800	1140	173	40	8	11	50	194	4282
7. Permits - available at end of month	0	95	46	81	0	4	0	0	19	0	31	276
8. Permits issued in month includes permits effective 1st of month	33	5	1	2	7	0	0	0	0	0	0	48
9. Permits given up in month	7	5	1	2	7	0	0	0	0	0	0	22
10. Net Change	26	0	46	0	0	0	0	0	0	0	0	72
11. On List - end of month*	1128	1468	1197	1655	996	0	0	0	0	22	0	6466
**On List-Unique Individuals												3560
12. Added to list in month	6	6	9	2	11	0	0	0	0	0	0	34
13. Withdrawn from list in month (w/o permit)	0	0	117	0	0	0	0	0	0	0	0	117
14. Average # of weeks on list for permits issued in month	143	82	141	126	57	0	0	0	0	0	0	91.5
15. Transient parker occupied	260	178	91	104	61	N/A	N/A	N/A	N/A	N/A	N/A	694
16. Monthly parker occupied	324	543	308	628	650	N/A	N/A	N/A	N/A	N/A	N/A	2453
17. Total parker occupied	269	721	399	732	62	N/A	N/A	N/A	N/A	N/A	N/A	3147
18. Total spaces available at 1pm on Wednesday 1/15	122	90	38	13	169	N/A	N/A	N/A	N/A	N/A	N/A	432
19. "All Day" parkers paying 5 hrs. or more												
A: Weekday average.	246	237	136	155	63	N/A	N/A	N/A	N/A	N/A	N/A	837
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 Parking System
Transient & Free Parking Analysis
Months of January 2019 & January 2020**

January 2019

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE
PEABODY	18,140	9,972	\$ 38,222.00	55%
PARK	18,592	7,206	\$ 48,905.00	39%
CHESTER	5,957	1,872	\$ 54,323.00	31%
WOODWARD	10,625	5,282	\$ 27,394.00	50%
PIERCE	20,997	8,892	\$ 67,014.00	42%
TOTALS	74,311	33,224	\$ 235,858.00	45%

January 2020

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE
PEABODY	19,007	10,046	\$ 36,130.01	53%
PARK	20,703	6,927	\$ 51,798.00	33%
CHESTER	5,111	2,061	\$ 20,843.00	40%
WOODWARD	11,789	5,013	\$ 24,261.00	43%
PIERCE	22,833	9,200	\$ 74,570.00	40%
TOTALS	79,443	33,247	\$ 207,602.01	42%

BREAKDOWN:	TOTAL CARS	+7%
	FREE CARS	+1%
	CASH REVENUE	-12%

Birmingham Principal Shopping District Board

Voucher List For: 12/03/2020

Early Release	Vendor	Description	Account	Amount
	ABC SUPPLY CO INC-MBA #616	SUPPLIES FOR ROOF ON SANTA HOUSE	SPECIAL EVENTS	347.40
	ARTECH PRINTING INC	BUSINESS CARDS FOR ERIKA	OPERATING SUPPLIES	90.00
	BEIER HOWLETT P.C.	MISC LEGAL FEES	LEGAL SERVICES	549.29
	CC CONSULTING LLC	MONTHLY RETAIL RECRUITING SERVICES	TENANT RECRUITMENT	2,433.33
	CITYHUNT	HOLIDAY SCAVENGER HUNT PAY 2 OF 2	SPECIAL EVENTS	1,750.00
	COSTAR REALTY INFORMATION, INC	ONLINE RETAIL SERVICES	TENANT RECRUITMENT	680.00
	DANIEL SUTTKUS	SANTA PERFORMANCE PAY 2 OF 3	SPECIAL EVENTS	1,210.00
	DAVID C. ALDRICH	REINDEER APPEARANCE DURING HOLIDAYS 12/6 & 12/19	SPECIAL EVENTS	1,900.00
	DESTINATION MEDIA INC	FALL FASHION VIDEO	MARKETING & ADVERTISING	2,400.00
	DOWNTOWN PUBLICATIONS INC	FUL PAGE AD - CHRISTMAS TREE	MARKETING & ADVERTISING	328.00
	EFFECTV	FALL FASHION ADV	MARKETING & ADVERTISING	2,131.75
	KETTLE CORN OF MICHIGAN, INC.	KETTLE CORN FOR HOLIDAY EVENT 12/12	SPECIAL EVENTS	500.00
	MICHAEL LAFEVER	ROASTED CHESTNUTS DURING HOLIDAYS	SPECIAL EVENTS	950.00
	MICHIGAN ECONOMIC DEVELOPERS	MEDA ANNUAL MEMBERSHIP DUES	MEMBERSHIP & DUES	305.00
	MILES PARTNERSHIP LLLP	WEBSITE REDESIGN PAY 1 OF 4	MARKETING & ADVERTISING	6,125.00
	MOSHER & ASSOCIATES LLC	REMOVAL OF SUMMER ANNUALS FROM CONTAINERS	MAINTENANCE SHOPPING DIST	210.24
	NICK'S MAINTENANCE SERVICE	DECEMBER SNOW REMOVAL	SNOW REMOVAL CONTRACT	9,416.66
	RANDYL LEE WAGNER	SANTA PERFORMANCE PAY 2 OF 3	SPECIAL EVENTS	751.67
	RENAISSANCE MEDIA SOLUTIONS	FALL FASHION ADV PRINT	PRINTING PSD MAGAZINE	37,000.00
	SUNBELT RENTALS INC	HEATERS AROUND SANTA HOUSE	SPECIAL EVENTS	1,694.92
	TOWN SQUARE PUBLICATIONS	ADV BIRMINGHAM BLOOMFIELD CHAMBER	MARKETING & ADVERTISING	1,395.00
	TURNER SANITATION, INC	PORTA POTTIES AT BFM	SPECIAL EVENTS	195.00
	WAHL TENTS	SANTA HOUSE WARMING TENT	SPECIAL EVENTS	845.25
	WDET	BACK TO BIRMINGHAM ADV	MARKETING & ADVERTISING	2,175.00
	WDIV/TV4	FALL FASHION ADV	MARKETING & ADVERTISING	3,600.00
*	CITYHUNT	SCAVENGER HUNT DURING HOLIDAYS PAY 1 OF 2	SPECIAL EVENTS	1,750.00

Birmingham Principal Shopping District Board**Voucher List For:** 12/03/2020

Early Release Vendor	Description	Account	Amount
Total:			\$ 80,733.51
<u>Journal Entries</u>			
	Home Depot - Santa House		\$ 47.19
	DTE - Electric at BFM		14.73
	Verizon - Ingrid & Jaimi cell phone		99.86
	Office Depot - refund ink (defective)		(57.45)
	SignUpGenius - Santa House appointment sign up		9.99
	Dollar Tree - Santa hats & reindeer headbands for holiday events		192.00
	Hootsuite - annual charge for scheduling social media		348.00
	Total Journal Entries		\$ 654.32
	TOTAL VOUCHERS AND JOURNAL ENTRIES		\$ 81,387.83
=====			

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

Board Chair_____

Date _____

CITY BOARD/COMMITTEE ATTENDANCE RECORD

Name of Board: Birmingham Shopping District

Year: 2020

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	A	P	P	P	P	P	P	P	P	P				10	1	91%
Samy Eid	P	P	P	A	P	P	P	P	A	P	P				9	2	82%
Doug Fehan	P	P	P	P	P	P	P	A	A	P	P				9	2	82%
Geoffrey Hockman	P	P	P	P	P	P	P	P	P	A	P				10	1	91%
Zachary Kay	P	P	P	P	P	P	P	P	P	P	P				11	0	100%
Jessica Lundberg	P	A	P	P	P	P	A	P	P	P	P				9	2	82%
Amy Pohlod	P	P	P	P	P	P	P	P	P	P	P				11	0	100%
Steve Quintal	A	P	P	P	P	P	P	P	P	P	P				10	1	91%
Bill Roberts	P	P	P	P	P	P	P	P	P	P	P				11	0	100%
Judy Solomon	A	P	A	A	A	A	P	A	A	A	A				2	9	18%
Sam Surnow	A	P	P	P	P	P	P	P	A	P	P				9	2	82%
Joe Valentine	P	P	P	P	P	P	P	P	P	P	P				10	0	100%
Reserved															0	0	#DIV/0!
Reserved															0	0	#DIV/0!
Present or Available	9	10	11	10	11	11	11	10	8	10	11	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
DECEMBER 2020

DUE TO COVID-19

<u>BSD BOARD</u>	<u>December 3, 2020 at 8:30 a.m. via Zoom meeting</u>
<u>MAINTENANCE/CAPITAL IMPROVEMENTS</u>	<u>December 8, 2020 at 8:30 a.m. via Zoom meeting</u>
<u>SPECIAL EVENTS</u>	<u>December 11, 2020 at 8:30 a.m. via Zoom meeting</u>
<u>MARKETING/ADVERTISING</u>	<u>December 17, 2020 at 8:30 a.m. via Zoom meeting</u>
<u>BUSINESS DEVELOPMENT</u>	<u>December 24, 2020 at 8:30 via Zoom meeting</u>
<u>EXECUTIVE</u>	<u>December 1, 2020 at 3:00 p.m. via Zoom meeting</u>
<u>QUARTERLY COMMITTEE HEAD</u>	<u>TBD</u>

NOTE: Email the Birmingham Shopping District at info@allinbirmingham.com for password and login information.

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).