



The Shopping District

**Birmingham Shopping District Agenda
Thursday, June 4, 2020 8:30 a.m.**

Join Zoom Meeting

<https://zoom.us/j/95049602735?pwd=MUxVRTByWjRJTnhMQmtRUW90SGs1Zz09>

Meeting ID: 950 4960 2735

Password: 018176

1. Call to order and Roll Call of Board
2. Recognition of Visitors
3. Approval of Minutes for May 8, 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
Friday, May 8, 2020 - 8:30 a.m.
ZOOM Meeting

Minutes of the meeting of the Birmingham Shopping District Board held Friday, May 8, 2020, at 8:33 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

2. RECOGNITION OF VISITORS

3. APPROVAL OF MINUTES

MOTION: Motion by Astrein, seconded by Pohlod to approve the minutes dated April 15, 2020.

VOTE: Yeas, 11 Nays, 0 Absent, 1

4. BOARD MEMBER COMMENTS

Valentine shared that the Maple Road reconstruction project has started and is progressing well.

5. REPORTS

a. FINANCE REPORT – TIGHE

Tighe reported that the large variances that appeared in last month's reports have now corrected themselves as approximately 94% of assessments have been collected. We also received \$125,000 from the parking advisory committee, which brings us back up to well over million dollars. We are now two thirds of the way through the fiscal year.

b. EXECUTIVE DIRECTOR REPORT - TIGHE

Tighe thanked board members for their time and availability for meetings as we work to develop a plan to help our downtown businesses with COVID19 relief efforts. We are working with the city to develop a comprehensive plan. Meetings have been held with our local congresswoman and state representative to advocate for businesses. Tighe is continuing to meet with Oakland County and the Michigan Downtown Association weekly. This is a great opportunity to share best practices. People have been very helpful and willing to work together which has been very positive.

In addition, the work with Oakland County has included being involved with the distribution of loans and grants for small businesses. The county was broken up into twelve districts and our district was made up of Franklin Village, Bloomfield Hills and Bloomfield Township, Beverly Hills and Birmingham.

Our group had almost 700 applications. The group went through and we awarded 40 grants to that group. Then an announcement was made about 2 weeks later, that Oakland County received something from the CARES Act. For the second round, our district received almost a million dollars. The group has been working all week going through the remainder of the 700 applications. Almost 250 total grants to our district were made.

Tighe relayed that she felt that Birmingham was well represented and they had a lot of applications. Many of the salons, retailers, and restaurants who applied received something. Oakland County did a nice job of steering the metrics and the process that was very fair and equitable among the businesses.

The last thing Tighe wanted to mention is that there is a crowd funding initiative for Oakland County. They are working with a third party that will allow every community a crowd-funding website. Oakland County is providing \$4000 to 25 of it's downtown communities. We will be able to promote this for all small businesses in the city, not just the BSD.

Hockman thanked Tighe for her work and shared that he was glad that Birmingham was well represented, as 22 grants went to Birmingham businesses in the first round. He also shared that The Community House has made a \$5,000 contribution to the BSD to help with relief efforts.

c. COMMITTEE REPORTS:

SPECIAL EVENTS - ASTREIN

Astrein reported that the Farmers Market has kicked off a drive through market with a very limited number of vendors. Tighe shared that we had received good feedback overall and that we will be working on promoting the market more. Brook added that we will be expanding our offerings for the coming week. Therefore, she thinks that we will have an even better response.

Astrein continued that other events are up in the air. Although he expects most will be canceled. Valentine shared that he had been a part of a meeting with city managers. He said that each community would decide how they would handle the Dream Cruise, but as it stands now, it does not seem safe to hold the event. Therefore, unless something big changes, that event will be canceled.

MARKETING & ADVERTISING - POHLOD

Pohlod updated the board that the committee is evaluating the Birmingham Magazine next year. They are looking at producing videos. Renaissance Media is willing to work with us and can have a quick turnaround. Some other advertising may also be moved around so that some funds can be used for Quarantine Cash.

The committee also had meetings with website RFP finalists and decided that they were not seeing any products that are significantly better than the current site. So, instead of selecting one, they will do another RFP.

MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL

Quintal shared that they have decided to cut the snow removal contract in half. They will also eliminate power washing the sidewalks this year. Planters, hanging baskets, and holiday lights will move forward as usual.

Complimentary construction valet is currently on hold. The flag signs identifying businesses in the construction zone have been hung.

BUSINESS DEVELOPMENT - SURNOW

Surnow said that the committee is looking at how they can help support businesses. They are also encouraging Cindy to keep reaching out to potential new businesses. The committee is excited about Quarantine Cash, which differs from Bonus Bucks because shoppers do not have to spend to earn them. It is basically free cash. The group is looking forward to getting that program started. The committee is also looking into bringing speakers to upcoming Merchant Meetings.

Tighe added that Johnny Was still intends to move in to their new location and inquiries from warm leads have not stopped. Valentine wondered about the challenges that malls will be facing and if we can promote downtowns as an alternative – if people have reservations about going to the mall, they can try our downtown instead. Pohlod responded that she thinks that that is a good idea and can be incorporated in promotions.

EXECUTIVE BOARD REPORT

No report given.

d. PARKING REPORT - ASTREIN

Astrein reported that free parking would continue through the end of July. The city is losing approximately \$700,000 per month from parking revenue (\$500,000 from structures and \$200,000 from street parking).

Renovations on the N. Old Woodward structure are going well. They are also working on updating the elevators in all of the structures and looking into new technology to enter and exit the structures.

Tighe added that construction valet is ready to go, but there is a concern about whether or not the consumers will be comfortable with valet. This will be monitored month to month.

Astrein asked where we are with supplies as it is very difficult to get gloves, hand sanitizer and masks. Valentine responded that he has reached out to suppliers and is working on getting resources so that the city can help get them to retailers at low or no cost.

Pohlod added that she has a designer who is making masks and sanitizer and may be able to help. Valentine said that they are also putting together a resource guide for shields.

Tighe said that she would compile a list to send with the next BSD newsletter. Surnow wondered if we might want to develop a guide to reopening for businesses with best practices. Tighe responded that we started that at the last merchant meeting, but that it would be good to follow-up with more detail.

Roberts added that Oakland County has an economic recovery group that is putting user friendly, best practices information, on their website. He also shared that the Michigan Restaurant Association is frustrated with the administration and the lack of a plan. So, they developed their own plan that will be presented to the governor and the media today. The plan would be to start opening on the 29th. The National Restaurant Association also has a pre-opening guide. They would like to get 50% occupancy.

Valentine indicated that the city is looking at putting tables outside to allow for more diners. Surnow said that he thinks that that is something the BSD can promote and show that Birmingham is a leader.

Valentine also wanted to thank Lundberg for being on a call with Congresswoman Haley Stevens that triggered the idea of how we get PPE for businesses to help them reopen.

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 Kay to approve the vouchers, as submitted, dated May 8, 2020.

VOTE: Yeas, 11 Nays, 0 Absent, 1

7. UNFINISHED BUSINESS

8. NEW BUSINESS

a. Resolution to approve BSD Amended Budget

Tighe shared that committees met and identified what needs to continue and what can be trimmed down. Everything would directly support businesses. This would be done with bold programming while remaining flexible.

Our objectives based on these goals would be to allocate \$50,000 in Quarantine Cash and \$50,000 to expanded marketing efforts. The committees identified \$109,000 and worked on 30-day, 90-day and 180-day plans. We will continue working on retention and working with Cindy. Marketing will also continue with Quarantine Cash and social media and producing a video. Maintenance would continue with planters, flower baskets, and holiday lights, but would cut snow removal to half of the normal season.

Under events, the staff has opened the farmers market and will work on a Back to Birmingham campaign. In addition, we will work to support things like patio dining and using the parks and open spaces for exercise classes.

Hockman asked Tighe to explain Quarantine Cash. She said that there would be an identified group of loyal shoppers. Those shoppers who are identified by retailers and restaurants will be sent electronic \$50 gift certificates. The hope is that they will spend two or three times that amount.

This program will be supported by Yiftee. The BSD will collect names from all retailers and restaurants and will remove duplicates and look at zip codes. Hockman asked what the timeline would be for this program. Tighe said that ideally they would be sent at the end of May to be used in June.

Hockman asked how this would affect Bonus Bucks. Tighe responded that she is looking at running that program later as more people come out to shop.

Hockman added that the other part of this motion is to authorize the use of an additional \$75,000 from the reserve as a contingency. Adding those together will amount in \$184,000 budget reallocation for this.

MOTION: Motion by Astrein, seconded by Fehan to approve the resolution to adopt the BSD COVID19 business relief initiatives and amended budget in support of these efforts.

VOTE: Yeas, 11 Nays, 0 Absent, 1

b. Resolution to Support the City's Preliminary Economic Proposal

Hockman shared that the city has a relief plan that will be going to commission next week and the BSD is being asked to support it.

Valentine agreed that we are all in this together and the city is working to offer assistance and relief as things return to a more normal state. Ways that they will do this include delaying invoices and collection of special assessments for water, sewer and sidewalks (not BSD assessment). Penalties on delinquent bills will be waived through the end of the year. Annual fees for outdoor dining will be waived. The fee for valet licenses will be waived as well as liquor license renewal fees. No permits will be required for temporary signage. Parking meters will be enforced during business hours but will be free after 5 p.m. The parking structures will be free throughout the summer and the fee for a business license for a new business will be waived.

Discussions will continue and new initiatives are expected. In addition, there are some operational initiatives to make sure that it is a safe environment in the shopping district. Sanitation stations will be added in parks, playgrounds, bus shelters and parking structures. Businesses that typically have indoor classes will be able to use city parks to allow them more space. Online transactions will be encouraged. They are looking into modifying outdoor dining areas, which may mean some street closures.

Valentine continued that the city is asking for the BSD's support. This initiative will be going to commission on Monday. Kay asked if restaurant valets could be directed to not use street parking spaces. Valentine responded that they could be required to use the structures.

MOTION: Motion by Astrein, seconded by Surnow to approve the resolution to support the City's preliminary economic proposals in anticipation of the reopening of the State to commerce.

VOTE: Yeas, 11 Nays, 0 Absent, 1

9. INFORMATION

a. Retail Activity

b. Announcements

c. Letters, Board Attendance & Monthly Meeting Schedule

10. PUBLIC COMMENTS

Valentine mentioned that although there is no charge for monthly parking in the parking structures, it seems that the invoices were mailed. A note also went out saying that they did not need to be paid, but there has been some confusion.

Hockman thanked the board and committee members for their work. He said that things have come together quickly. He complimented Tighe and the staff who have done a great job. It is a big task to implement the new programs. He also congratulated Eid on his recent wedding and his recognition, by GQ, as one of the top sixteen restaurants in the country

11. ADJOURNMENT – 9:35 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	943,650.39
247-000.000-028.0000	MISCELLANEOUS	17,591.72
247-000.000-028.9999	ALLOW FOR DOUBTFUL ACCTS.	(1,613.72)
247-000.000-045.0885	PSD SPEC ASSESS 19-20 #885 RECEIV	93,213.26
247-000.000-048.0884	PSD 2018-2019 DELQ	2,115.53
Total Assets		1,055,207.18
*** Liabilities ***		
247-000.000-200.0000	SUSPENSE ACCOUNT	180.54
247-000.000-202.0000	ACCOUNTS PAYABLE	6,564.97
247-000.000-255.0001	GIFT CERTIFICATES	550.00
247-000.000-367.0300	DEFER. INFLOWS - MISCELLANEOUS INV	15,978.00
247-000.000-367.0700	DEFER. INFLOWS - SPECIAL ASSESMEN	93,213.26
247-000.000-367.0800	DEFER. INFLOWS - DELQ SPECIAL ASSE	2,115.53
Total Liabilities		118,602.30
*** Fund Balance ***		
247-000.000-391.0000	RETAINED EARNINGS	680,198.80
Total Fund Balance		680,198.80
Beginning Fund Balance		680,198.80
Net of Revenues VS Expenditures		256,406.08
Ending Fund Balance		936,604.88
Total Liabilities And Fund Balance		1,055,207.18

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 04/30/2020

GL NUMBER	DESCRIPTION	2019-20 ORIGINAL BUDGET	2019-20 AMENDED BUDGET	ACTIVITY FOR MONTH 04/30/20	YTD BALANCE 04/30/2020	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	96,320.00	113,700.00	0.00	0.00	0.00	113,700.00	0.00
USE OF FUND BALANCE								
		96,320.00	113,700.00	0.00	0.00	0.00	113,700.00	0.00
CHARGES FOR SERVICES								
247-000.000-641.0585	CHARGES TO AUTO PARKING SYSTEM	150,000.00	150,000.00	0.00	150,000.00	0.00	0.00	100.00
CHARGES FOR SERVICES								
		150,000.00	150,000.00	0.00	150,000.00	0.00	0.00	100.00
INTEREST AND RENT								
247-000.000-664.0000	INVESTMENT INCOME	13,700.00	13,700.00	1,771.75	7,205.60	0.00	6,494.40	52.60
INTEREST AND RENT								
		13,700.00	13,700.00	1,771.75	7,205.60	0.00	6,494.40	52.60
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	0.00	19,411.70	0.00	4,628.30	80.75
247-000.000-672.0885	PSD SPEC ASSESS REVENUE 2019-2	0.00	0.00	1,429.72	958,143.62	0.00	(958,143.62)	100.00
SPECIAL ASSESSMENTS								
		1,054,970.00	1,054,970.00	1,429.72	977,555.32	0.00	77,414.68	92.66
OTHER REVENUE								
247-000.000-676.0001	CONTR FROM PRIVATE SOURCE	190,000.00	190,000.00	0.00	188,001.96	0.00	1,998.04	98.95
OTHER REVENUE								
		190,000.00	190,000.00	0.00	188,001.96	0.00	1,998.04	98.95
Total Dept 000.000								
		1,504,990.00	1,522,370.00	3,201.47	1,322,762.88	0.00	199,607.12	86.89
TOTAL REVENUES								
		1,504,990.00	1,522,370.00	3,201.47	1,322,762.88	0.00	199,607.12	86.89
Expenditures								
Dept 298.000 - PUBLIC RELATIONS								
PERSONNEL SERVICES								
247-298.000-702.0001	SALARIES & WAGES DIRECT	31,030.00	33,010.00	3,071.88	28,253.77	0.00	4,756.23	85.59
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	2,470.00	230.28	2,118.13	0.00	351.87	85.75
247-298.000-706.0002	HOSPITALIZATION	11,090.00	11,090.00	426.18	4,474.77	0.00	6,615.23	40.35
247-298.000-706.0007	WORKER'S COMPENSATION	100.00	110.00	9.66	88.97	0.00	21.03	80.88
247-298.000-706.0012	RETIREMNT-DEF CONTR EMPLR	2,990.00	3,060.00	291.85	2,684.09	0.00	375.91	87.72
247-298.000-706.0013	RET HLTH SVGS CONTR EMPLR	690.00	690.00	70.00	734.98	0.00	(44.98)	106.52
PERSONNEL SERVICES								
		48,760.00	50,880.00	4,099.85	38,354.71	0.00	12,525.29	75.38
Total Dept 298.000 - PUBLIC RELATIONS								
		48,760.00	50,880.00	4,099.85	38,354.71	0.00	12,525.29	75.38
Dept 441.005 - DOWNTOWN MAINTENANCE								
PERSONNEL SERVICES								
247-441.005-702.0001	SALARIES & WAGES DIRECT	54,210.00	54,210.00	3,146.61	39,435.15	0.00	14,774.85	72.75
247-441.005-702.0002	OVERTIME PAY	24,200.00	24,200.00	1,192.09	22,165.62	0.00	2,034.38	91.59
247-441.005-702.0003	LONGEVITY	360.00	360.00	0.00	160.38	0.00	199.62	44.55
247-441.005-706.0001	FICA	6,200.00	6,200.00	323.13	4,618.26	0.00	1,581.74	74.49

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 04/30/2020

GL NUMBER	DESCRIPTION	2019-20 ORIGINAL BUDGET	2019-20 AMENDED BUDGET	ACTIVITY FOR MONTH 04/30/20	YTD BALANCE 04/30/2020	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 247 - PRINCIPAL SHOPPING DISTRICT								
Expenditures								
247-441.005-706.0002	HOSPITALIZATION	10,380.00	10,380.00	971.94	11,325.19	0.00	(945.19)	109.11
247-441.005-706.0003	LIFE INSURANCE	200.00	200.00	17.81	194.82	0.00	5.18	97.41
247-441.005-706.0004	RETIRE CONTRIB HEALTH	12,500.00	12,500.00	896.25	9,136.19	0.00	3,363.81	73.09
247-441.005-706.0005	DENTAL/OPTICAL	840.00	840.00	64.48	595.74	0.00	244.26	70.92
247-441.005-706.0006	LT/ST DISABILITY	610.00	610.00	39.04	470.88	0.00	139.12	77.19
247-441.005-706.0007	WORKER'S COMPENSATION	1,500.00	1,500.00	84.59	1,301.34	0.00	198.66	86.76
247-441.005-706.0010	RETIREMENT EMPLOYER CNTB	9,570.00	9,570.00	596.01	6,252.10	0.00	3,317.90	65.33
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	295.02	1,189.77	0.00	870.23	57.76
247-441.005-706.0013	RET HLTH SVGS CONTR EMPLR	1,010.00	1,010.00	(198.46)	843.28	0.00	166.72	83.49
PERSONNEL SERVICES		123,740.00	123,740.00	7,428.51	97,688.72	0.00	26,051.28	78.95
OTHER CHARGES								
247-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	43,000.00	43,000.00	1,171.72	28,030.73	0.00	14,969.27	65.19
OTHER CHARGES		43,000.00	43,000.00	1,171.72	28,030.73	0.00	14,969.27	65.19
Total Dept 441.005 - DOWNTOWN MAINTENANCE								
		166,740.00	166,740.00	8,600.23	125,719.45	0.00	41,020.55	75.40
Dept 748.000 - PRINCIPAL SHOPPING DISTRICT								
PERSONNEL SERVICES								
247-748.000-702.0001	SALARIES & WAGES DIRECT	215,130.00	228,300.00	16,833.21	181,276.22	0.00	47,023.78	79.40
247-748.000-706.0001	FICA	16,460.00	17,470.00	1,226.81	13,309.59	0.00	4,160.41	76.19
247-748.000-706.0002	HOSPITALIZATION	43,930.00	43,930.00	3,378.62	35,451.49	0.00	8,478.51	80.70
247-748.000-706.0003	LIFE INSURANCE	950.00	950.00	72.34	759.57	0.00	190.43	79.95
247-748.000-706.0004	RETIRE CONTRIB HEALTH	5,620.00	5,620.00	467.67	4,676.70	0.00	943.30	83.22
247-748.000-706.0005	DENTAL/OPTICAL	2,010.00	2,180.00	167.08	1,754.29	0.00	425.71	80.47
247-748.000-706.0006	LT/ST DISABILITY	880.00	960.00	73.36	770.22	0.00	189.78	80.23
247-748.000-706.0007	WORKER'S COMPENSATION	680.00	720.00	83.25	897.77	0.00	(177.77)	124.69
247-748.000-706.0010	RETIREMENT EMPLOYER CNTB	3,380.00	3,380.00	281.67	2,816.70	0.00	563.30	83.33
247-748.000-706.0012	RETIREMNT-DEF CONTR EMPLR	9,280.00	10,070.00	774.26	8,129.71	0.00	1,940.29	80.73
247-748.000-706.0013	RET HLTH SVGS CONTR EMPLR	1,820.00	1,820.00	140.00	1,470.00	0.00	350.00	80.77
PERSONNEL SERVICES		300,140.00	315,400.00	23,498.27	251,312.26	0.00	64,087.74	79.68
OTHER CHARGES								
247-748.000-801.0200	LEGAL SERVICES	3,000.00	3,000.00	410.55	4,222.80	0.00	(1,222.80)	140.76
247-748.000-802.0100	AUDIT	740.00	740.00	0.00	742.00	0.00	(2.00)	100.27
247-748.000-828.0300	PARKING VALET SERVICES	150,000.00	150,000.00	0.00	10,900.00	0.00	139,100.00	7.27
247-748.000-829.0100	SNOW REMOVAL CONTRACT	59,000.00	59,000.00	(9,826.19)	59,611.00	0.00	(611.00)	101.04
247-748.000-829.0200	WEB SITE MAINTENANCE	5,500.00	5,500.00	0.00	1,500.00	0.00	4,000.00	27.27
247-748.000-851.0000	TELEPHONE	1,750.00	1,750.00	101.98	1,052.35	0.00	697.65	60.13
247-748.000-901.0400	MARKETING & ADVERTISING	250,000.00	250,000.00	4,035.00	173,243.17	0.00	76,756.83	69.30
247-748.000-901.0500	PUBLIC RELATIONS	10,000.00	10,000.00	0.00	4,382.18	0.00	5,617.82	43.82
247-748.000-903.0000	TENANT RECRUITMENT	100,000.00	100,000.00	3,331.13	59,951.25	0.00	40,048.75	59.95
247-748.000-904.0000	PRINTING PSD MAGAZINE	60,000.00	60,000.00	0.00	58,320.01	0.00	1,679.99	97.20
247-748.000-909.0000	SPECIAL EVENTS	200,000.00	200,000.00	359.82	193,244.29	0.00	6,755.71	96.62
247-748.000-933.0200	EQUIPMENT MAINTENANCE	1,200.00	1,200.00	220.52	993.66	0.00	206.34	82.81
247-748.000-935.0200	MAINTENANCE SHOPPING DIST	100,000.00	100,000.00	1,936.70	48,751.77	0.00	51,248.23	48.75
247-748.000-942.0000	COMPUTER EQUIPMENT RENTAL	19,560.00	19,560.00	1,630.00	16,300.00	0.00	3,260.00	83.33
247-748.000-944.0000	BUILDING OR FACILITY RENT	12,000.00	12,000.00	1,000.00	10,000.00	0.00	2,000.00	83.33
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	1,496.50	0.00	103.50	93.53
247-748.000-955.0400	CONFERENCES & WORKSHOPS	3,000.00	3,000.00	0.00	307.49	0.00	2,692.51	10.25

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 04/30/2020

GL NUMBER	DESCRIPTION	2019-20		ACTIVITY FOR	YTD BALANCE	ENCUMBERED	UNENCUMBERED	% BDGT	
		ORIGINAL	2019-20	MONTH					BUDGETAMENDED
Fund 247 - PRINCIPAL SHOPPING DISTRICT									
Expenditures									
247-748.000-957.0400	LIAB INSURANCE PREMIUMS	4,500.00	4,500.00	375.00	3,750.00	0.00	750.00	83.33	
OTHER CHARGES		982,850.00	982,850.00	3,574.51	648,768.47	0.00	334,081.53	66.01	
SUPPLIES									
247-748.000-727.0000	POSTAGE	3,000.00	3,000.00	0.00	265.46	0.00	2,734.54	8.85	
247-748.000-729.0000	OPERATING SUPPLIES	3,500.00	3,500.00	44.77	1,936.45	0.00	1,563.55	55.33	
SUPPLIES		6,500.00	6,500.00	44.77	2,201.91	0.00	4,298.09	33.88	
Total Dept 748.000 - PRINCIPAL SHOPPING DISTRICT		1,289,490.00	1,304,750.00	27,117.55	902,282.64	0.00	402,467.36	69.15	
TOTAL EXPENDITURES		1,504,990.00	1,522,370.00	39,817.63	1,066,356.80	0.00	456,013.20	70.05	
Fund 247 - PRINCIPAL SHOPPING DISTRICT:									
TOTAL REVENUES		1,504,990.00	1,522,370.00	3,201.47	1,322,762.88	0.00	199,607.12	86.89	
TOTAL EXPENDITURES		1,504,990.00	1,522,370.00	39,817.63	1,066,356.80	0.00	456,013.20	70.05	
NET OF REVENUES & EXPENDITURES		0.00	0.00	(36,616.16)	256,406.08	0.00	(256,406.08)	100.00	

PRINCIPAL SHOPPING DISTRICT
CASH FLOW
FOR THE MONTH OF APRIL 2020

<u>DESCRIPTION</u>	<u>PROJECTED</u>	<u>ACTUAL</u>	<u>VARIANCE</u>
BEGINNING CASH BALANCE	\$ 1,029,454	\$ 1,064,485	\$ 35,031
CASH RECEIPTS:			
Special Assessments	-	1,430	1,430
Interest Income	1,070	1,772	702
Gift Certificates In	-	-	-
Advisory Parking Committee	-	-	-
Special Event Revenue	<u>12,000</u>	<u>-</u>	<u>(12,000)</u>
Sub-total cash receipts	13,070	3,202	(9,868)
CASH DISBURSEMENTS:			
OFFICE DISBURSEMENTS			
PSD Personnel Costs	22,990	24,248	(1,258)
727.0000 Postage	400	-	400
729.0000 Supplies	280	225	55
801.0200 Legal	250	270	(20)
802.0100 Audit	-	-	-
811.0000 Other Contractual Service	-	-	-
933.0200 Equipment Maintenance	-	-	-
851.0000 Telephone	150	102	48
955.0100 Training	80	-	80
955.0300 Memberships & Dues	270	-	270
955.0400 Conferences & Workshops	-	-	-
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	27,425	27,850	(425)
PROGRAM DISBURSEMENTS			
DPS Downtown Maintenance	6,050	9,853	(3,803)
Promotion Personnel Costs	3,810	4,100	(290)
Gift Certificates Out	100	-	100
828.03 Valet Services	33,750	100	33,650
829.0100 Snow Removal	9,834	9,826	8
935.0200 Maintenance PSD	7,800	7,488	312
901.0400 Marketing & Advertising	20,000	59,300	(39,300)
901.0500 Public Relations	1,000	-	1,000
903.0000 Tenant Recruitment	8,330	4,918	3,412
909.0000 Special Events	-	602	(602)
904.0000 PSD Magazine	-	-	-
829.0200 Web Site Maintenance	<u>-</u>	<u>-</u>	<u>-</u>
Sub-total Program Disbursements	<u>90,674</u>	<u>96,187</u>	<u>(5,513)</u>
Total Disbursements	118,099	124,037	(5,938)
INCREASE (DECREASE) IN CASH BALANCE	<u>(105,029)</u>	<u>(120,835)</u>	<u>(15,806)</u>
ENDING CASH BALANCE	<u>\$ 924,425</u>	<u>\$ 943,650</u>	<u>\$ 19,225</u>

PRINCIPAL SHOPPING DISTRICT
ACTUAL CASH FLOW
FOR THE TEN MONTHS ENDED APRIL 2020

	DESCRIPTION	PROJECTED	ACTUAL	VARIANCE
	BEGINNING CASH BALANCE	\$ 701,503	\$ 701,503	\$ -
	CASH RECEIPTS:			
	Special Assessments	1,091,751	1,004,124	(87,627)
	Interest Income	6,140	7,207	1,067
	Gift Certificates In	1,000	100	(900)
	Advisory Parking Committee	150,000	150,000	-
	Special Event Revenue	<u>184,730</u>	<u>189,727</u>	<u>4,997</u>
	Sub-total cash receipts	1,433,621	1,351,158	(82,463)
	CASH DISBURSEMENTS:			
	OFFICE DISBURSEMENTS			
	PSD Personnel Costs	254,160	262,937	(8,777)
727.0000	Postage	2,000	265	1,735
729.0000	Supplies	2,940	1,934	1,006
801.0200	Legal	2,500	4,633	(2,133)
802.0100	Audit	740	742	(2)
811.0000	Other Contractual Service	-	100	(100)
933.0200	Equipment Maintenance	900	773	127
851.0000	Telephone	1,450	1,154	296
955.0100	Training	830	-	830
955.0300	Memberships & Dues	1,230	1,497	(267)
955.0400	Conferences & Workshops	2,500	621	1,879
942.0000	Computer Equipment Rental	16,300	16,300	-
957.0400	Liability Insurance	3,750	3,750	-
944.0000	Building Rent	<u>10,000</u>	<u>10,000</u>	<u>-</u>
	Sub-total Office Disbursements	299,300	304,706	(5,406)
	PROGRAM DISBURSEMENTS			
	DPS Downtown Maintenance	138,360	132,996	5,364
	Promotion Personnel Costs	41,140	40,002	1,138
	Gift Certificates Out	900	1,900	(1,000)
828.03	Valet Services	82,500	10,900	71,600
829.0100	Snow Removal	59,004	59,610	(606)
935.0200	Maintenance PSD	80,400	54,946	25,454
901.0400	Marketing & Advertising	214,000	182,842	31,158
901.0500	Public Relations	8,000	4,382	3,618
903.0000	Tenant Recruitment	83,300	66,928	16,372
909.0000	Special Events	155,000	189,678	(34,678)
904.0000	PSD Magazine	44,945	58,321	(13,376)
829.0200	Web Site Maintenance	<u>3,850</u>	<u>1,800</u>	<u>2,050</u>
	Sub-total Program Disbursements	<u>911,399</u>	<u>804,305</u>	<u>107,094</u>
	Total Disbursements	1,210,699	1,109,011	101,688
	INCREASE (DECREASE) IN CASH BALANCE	<u>222,922</u>	<u>242,147</u>	<u>19,225</u>
	ENDING CASH BALANCE	<u>\$ 924,425</u>	<u>\$ 943,650</u>	<u>\$ 19,225</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	385,488	387,798	229,609	264,327	569,990	1,064,485	943,650	820,629	701,503
CASH RECEIPTS:													
2018 Assessment	3,644	22,924	1,040	1,663	-	6,091	10,617	-	-	-	11,314	-	57,293
2019 Assessment	-	-	-	-	-	-	146,234	388,880	421,601	1,430	10,000	-	968,145
Special Assessments	3,644	22,924	1,040	1,663	-	6,091	156,851	388,880	421,601	1,430	21,314	-	1,025,438
Interest Income	(68)	1,407	815	773	566	634	371	313	624	1,772	960	820	8,987
Gift Certificates In	50	50			-							1,500	1,600
Advisory Parking Committee	-				25,000			-	125,000				150,000
Special Event Revenue	18,296	16,320	15,491	26,005	77,182	11,844	14,681	7,908	2,000	-	4,120	1,150	194,997
Sub-total cash receipts	21,922	40,701	17,346	28,441	102,748	18,569	171,903	397,101	549,225	3,202	26,394	3,470	1,381,022
CASH DISBURSEMENTS:													
OFFICE DISBURSEMENTS													
PSD Personnel Costs	22,660	36,177	23,163	21,944	26,200	27,532	33,837	23,493	23,683	24,248	22,990	22,990	308,917
727.00 Postage	-	-	-	-	-	-	265	-	-	-	400	600	1,265
729.00 Supplies	105	114	62	53	194	48	600	398	135	225	280	280	2,494
801.02 Legal	821	282	504	422	446	903	539	-	446	270	250	250	5,133
802.01 Audit	-	-	192	279	271	-	-	-	-	-	-	-	742
811.00 Other Contractual Service	100	2,565	200	(2,465)	100	(400)	-	-	-	-	-	-	100
933.02 Equipment Maintenance	-	260	-	-	261	-	-	252	-	-	-	300	1,073
851.00 Telephone	202	-	205	102	133	103	103	102	102	102	150	150	1,454
955.01 Training	-	-	-	-	-	-	-	-	-	-	80	90	170
955.03 Memberships & Dues	-	-	575	250	295	-	130	247	-	-	370	-	1,867
955.04 Conferences & Workshops	-	314	157	-	-	-	35	115	-	-	400	100	1,121
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	23,590	30,905	31,191	38,514	27,612	27,371	27,850	27,925	27,765	360,396
PROGRAM DISBURSEMENTS													
DPS Downtown Maintenance	17,341	27,260	17,110	14,744	10,360	10,860	10,361	7,461	7,646	9,853	6,050	22,330	161,376
Promotion Personnel Costs	3,260	4,849	3,248	3,505	3,517	5,178	5,243	3,551	3,551	4,100	3,810	3,810	47,622
Gift Certificates Out	-	875	-	375	-	475	-	50	125	-	100	100	2,100
828.03 Valet Services	-	-	-	-	-	500	10,100	100	100	100	33,750	33,750	78,400
829.01 Snow Removal	-	-	-	-	9,826	9,826	9,826	10,480	9,826	9,826	-	-	59,610
935.02 Maintenance PSD	7,489	26,559	683	10,010	2,318	210	189	-	-	7,488	9,800	9,800	74,546
901.04 Marketing & Advertising	6,008	14,789	18,680	5,971	11,709	13,027	15,532	34,176	3,650	59,300	20,000	16,000	218,842
901.05 Public Relations	-	2,000	-	807	-	75	-	1,500	-	-	1,000	1,000	6,382
903.00 Tenant Recruitment	8,914	6,658	4,231	2,763	4,251	10,649	18,502	3,959	2,083	4,918	8,330	8,370	83,628
909.00 Special Events	11,221	27,244	9,276	2,046	16,072	91,372	28,918	2,549	378	602	37,000	8,000	234,678
904.00 PSD Magazine	-	14,982	14,982	14,982	9,980	3,395	-	-	-	-	-	-	58,321
829.02 Web Site Maintenance	300	-	-	-	1,500	-	-	-	-	-	1,650	-	3,450
Sub-total Program Disbursements	54,533	125,216	68,210	55,203	69,533	145,567	98,671	63,826	27,359	96,187	121,490	103,160	1,028,955
Total Disbursements	81,426	167,933	96,273	78,793	100,438	176,758	137,185	91,438	54,730	124,037	149,415	130,925	1,389,351
INCREASE (DECREASE) IN CASH BALANCE	(59,504)	(127,232)	(78,927)	(50,352)	2,310	(158,189)	34,718	305,663	494,495	(120,835)	(123,021)	(127,455)	(8,329)
ENDING CASH BALANCE	641,999	514,767	435,840	385,488	387,798	229,609	264,327	569,990	1,064,485	943,650	820,629	693,174	693,174



The Shopping District

Special Events Committee

No meeting held in May

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

Staff: Tighe, Brook, Okoniewski

1. No meeting held in May

2. Upcoming Events

- a. Farmers Market – Opening Day May 3rd
 - i. The Farmers Market opened on May 3rd with a modified drive-through format. Vendors and customers are adapting well.
 - ii. Eighteen vendors have participated and are reporting good sales.
 - iii. Approximately 225 cars drove through the market on May 17th – the third week it was open.
- b. Movie Nights – canceled for 2020
- c. Day on the Town
 - i. Although the format of the event will need to be adjusted, the committee feels that it is important to move forward with the scheduled July 25th Day on the Town event.

3. Other ideas

- a. Back to Birmingham
 - i. Soft opening – event to let people know that businesses are open and are safe to patronize
- b. Taste of the Town
 - i. This would be an outdoor event that features downtown restaurants and gives patrons an opportunity to taste food from different restaurants without having to go into the restaurants.

Upcoming Events

May 3 – October 25 – Birmingham Farmers Market 18th Season

July 25 – Day on the Town

August 15 – Birmingham Cruise Event - Canceled

NEXT MEETING: TBD

2019-20 Budget: \$200,000

Remaining balance after June vouchers: \$7,356



The Shopping District

Marketing & Advertising Committee Meeting

No meeting was held in May.

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

Staff: Tighe, Gamboa

1. Marketing Budget

The committee continues to work on short- and long-term initiatives to cut costs so that funds can be allocated toward the relief fund to help businesses during and after the COVID-19 pandemic. A portion of the marketing budget is allocated toward the distribution of Birmingham Quarantine Cash to encourage people to come back to Birmingham to dine and shop once it is safe to do so. The committee is also cutting back on Farmers Market advertising since it is a well-established event. Potential future cost saving ideas include: forgoing the 2020-2021 edition of the Birmingham Magazine and/or creating a 10 page Birmingham insert to be included in the November edition of SEEN Magazine, and spending less on TV commercials during the holidays.

2. Promotional Videos

The committee is working with Renaissance Media to create a video that encourages people to come back to town and support shoppers. The video will be used on the BSD's website and social media.

3. BSD Website

The committee will move forward with redesigning the BSD's website. The BSD will distribute an RFP to re-bid the project in the coming months.

NEXT MEETING: Thursday, June 18, 2020

Marketing 2019-20 Budget: \$150,000

Remaining balance after June vouchers: \$14,370

Construction 2019-20 Budget: \$100,000

Remaining balance after June vouchers: \$45,035

Magazine 2019-20 Budget: \$60,000

Remaining balance after June vouchers: \$619



The Shopping District

Maintenance/Capital Improvement Committee

No meeting held in May

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

Staff: Tighe, Wood, Laird, McGaughey, Jurek

1. COVID19 Relief Efforts

- a. Hanging flower baskets have been hung throughout the city and the planters have been planted.

2. Maple Road Reconstruction

- a. **Signage** – signs directing pedestrians and drivers around the construction zone are being placed throughout the city.
- b. **Merchant signs / lighting** – orange signs and lighting have been provided to make it easier for customers to find stores and restaurants located in the construction zone.
- c. **Additional items** – thermometer signs are posted to track construction progress.

NEXT MEETING: TBD

2019-20 Budget: \$100,000

Remaining balance June vouchers: \$46,887

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

Remaining balance after June vouchers: \$43



Business Development Committee Meeting

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

Staff: Tighe

No meeting was held in May

1. Retention and growth

- a. The staff is collecting email address from downtown businesses so that "Quarantine Cash" gift certificates can be mailed out to loyal BSD customers to incentivize them to shop and takeout food from our downtown businesses.
- b. PPE (masks, gloves, etc.) Small Business Kits are being distributed to downtown businesses to help them as they reopen. Staff plans to continue to pass these out into June.
- c. The BSD has started a crowdfunding campaign to raise money to help purchase additional PPE for our downtown businesses. Oakland County Main Street will match up to \$4,000 in this fund.

1 Tenant recruitment process

- a. The BSD is doubling down on our recruitment efforts to attract new retailers to town.

2 Maple Road Reconstruction

- a. The BSD is hosting regular merchant meetings, pro bono professional speakers, and aggressively recruiting new businesses to Birmingham to help businesses during construction.

NEXT MEETING: TBD

2019-20 Budget: \$100,000

Remaining after June vouchers: \$58,950

	Code Name	Status	SF	Priority	Notes
1	Women's apparel 11	Lease signed		A	Store opened
2	Women's apparel 2	Lease signed	1500-1800	A	Lease executed. Scheduled to open June 1, 2020
3	Mens and Womens Apparel	Initial Contact			Just sent sites
4	Online shoes 1	Initial Contact			Sent sites
5	Toys 3	Initial contact			Waiting for response
6	Women's apparel 12	Initial Contact			In touch with broker said not sure of MI
7	Womens contemporary apparel	Initial contact			
8	Cosmetics	Initial contact			
9	Women's apparel and accessories	Initial contact			Determining contact
10	Outdoor apparel 2	Initial contact			Setting up call with ownership
11	Luxury leather goods	Initial Contact			
12	women's and men's apparel	Initial Contact			
13	Luxury fashion 1	Initial Contact			Reviewing Sites
14	Denim apparel 1	Initial Contact			reviewing sites
15	Luxury fashion 2	Initial Contact			Reviewing Sites
16	Womens contemporary apparel	Initial contact			
17	Luxury fashion 5	Initial contact			Sent email
18	Leather goods	Initial Contact			Sent sites
19	Furniture	Initial contact			
20	Luxury fashion 6	Initial contact			Sent email
21	Online	Initial Contact			
22	Men's apparel 7	Initial contact			
23	Online	Initial Contact			
24	Women's apparel	Initial contact			
25	Books	Initial Contact			
26	Womens apparel	Initial contact			Sent sites
27	Luxury women's shoes	Initial contact			Reviewing whether they could have a store now that they are in Somerset
28	Furniture 8	Initial contact			Sent email
29	Cosmetics	Initial Contact			Sent sites
30	Luxury leather goods	Initial Contact			Determining contact
31	Women's apparel 7	Initial contact			Determining contact
32	Luxury fashion 4	Initial Contact			Determining contact
33	cosmetics 2	Initial Contact			Sent sites
34	Women's contemporary apparel 1	Initial contact			New contact
35	Womens apparel	Initial contact			
36	Electronics 4	Initial contact			Sent email
37	Cosmetics 3	Initial contact			Sent sites
38	women's apparel 15	Initial contact			New contract
39	Outdoor apparel 1	Initial contact			Getting new contact
40	Wopmens and mens apparel	Initial Contact			
41	Jewelry	Initial contact			Sent sites
42	Luxury fashion accessories 1	Initial Contact			email and telephone follow up
43	Womens and men apparel 1	Initial contact			New contact
44	Furniture	Initial contact			
45	Furniture 10	Initial contact			Getting correct contact
46	Womens and men apparel 2	Initial contact			Sent sites
47	Sports	Initial contact			
48	Women's apparel 14	Initial contact			Sent email
49	Environmentally friendly apparel	Initial contact			Sent email
50	Womens and men apparel	Initial Contact			Sent sites

	Code Name	Status	SF	Priority	Notes
51	Womens apparel	Initial Contact			Sent sites
52	Men's apparel	Initial Contact			
53	Womens' apparel	Initial Contact			
54	Furniture	Initial Contact			
55	Electronics 3	In discussions	Boutique		Looking at Birmingham again
56	Bookstore 2	In discussions		A	Retailer provided LOI to property owner
57	Furniture 1	In discussions	Boutique	B	Keep in touch, not adding sites now but could change in the near future
58	Electronics 1	In discussions	1500-1800	B	Ingrid met at ICSC NYC - Getting their dev plan in place and will contact me shortly
59	Furniture 3	In discussions		A	Our site will be presented at the Feb committee meeting
60	Outdoor clothing 1	In discussions		A	Actively looking for a site for 2021
61	Furniture	In discussions		B	Will look at our market for a small concept when they come to town next year after looking at Toronto
62	Men's apparel 1	In discussions		B	Actively looking for a site in our market. Their local broker is not hot on Birmingham
63	Women's jewelry 2	In discussions	1400	A	Cant move on another location yet
64	Family Apparel	In discussions		A	Looking seriously at a potential site, but working on larger mkts so asked to double back in a few months
65	Furniture	In discussions			Reviewing sites
66	Womens contemporary apparel	In discussions		B	Sent sites
67	Women's contemporary apparel 2	In discussions		A	Left a voicemail saying that retailer can't jeopardize their relationship with Forbes, but reconnecting in March.
68	Outdoor clothing 2	In discussions		A	Actively looking at the Panera space
69	Exercise	In discussions			Sent sites South
70	Cafe	In discussions			Sent sites
71	Luxury Apparel 1	In discussions			After meeting in NY, considering our market and anxious to see if RH can happen
72	Online resale purses	In discussions			Sent them sites
73	Home accessories	In discussions		A	Fell off brokers preferred tenant list
74	Men's apparel 6	In discussions	900	A	Touring sites week of Jan 27
75	Men's apparel 3	In discussions	3500	A	Still considering Detroit, but gave them demo info on our market
76	Cafe	In Discussions			Actively looking for a site in Birmingham
77	Women's apparel 9	In discussions	Boutique	A	Looking at our market
78	Toys 2	In discussions			Reviewing sites
79	Cafe	In discussions			Sent sites
80	Cafe	In discussions			Sent sites
81	Family apparel 1	In discussions		A	Wants to do a pop up store, deciding location.
82	Youth apparel	Dismissed			Not adding stores in our market at this time, but will keep in touch.
83	Lingerie 1	Dismissed			No interest in Birmingham
84	Women's apparel 1	Dismissed			Not responsive
85	Bookstore 1	Dismissed		A	Went to Somerset
86	Family Apparel	Dismissed			Not adding stores in our market
87	Electronics 2	Dismissed			Did not want another Michigan location
88	Women's apparel 4	Dismissed			email and telephone follow up
89	Womens apparel	Dismissed			Not adding another store now because of Somerset
90	Online Luggage	Dismissed			Decided against our market.
91	Furniture 6	Dismissed			Broker called me. MI is one of three states with special sales tax for parent company which is QVC
92	Online furniture	Dismissed			Rejected the market
93	On line cosmetics	Dismissed			Not responsive
94	Men's apparel 4	Dismissed			Rejected site as they now have a Somerset deal
95	Children store	Dismissed			Not looking at stores right now
96	Womens apparel	Dismissed			Not adding stores in our market

	Code Name	Status	SF	Priority	Notes
97	Online skincare 1	Dismissed			Sending sites, not responsive
98	Shoes 1	Dismissed			Real estate rep left, no new contact yet
99	Contemporary men's and women's apparel	Dismissed			Took a serious look, but we don't have their sq footage
100	children's store 1	Dismissed			Revisiting
101	Online Women's Clothing 1	Dismissed			Not responsive
102	Furniture 7	Dismissed			
103	Toys 1	Dismissed			Won't put another store this close to Somerset
104	Online Dorm room	Dismissed			Only doing summer pop ups. Said to contact for next summer
105	Online Clothing 1	Dismissed			Just starting to add stores, contact next year.
106	womens and mens apparel	Dismissed			Not adding another store in our market
107	Dart bar	Dismissed	Mitchell's space		National broker rejected site due to lack of daytime traffic.
108	cosmetics 1	Dismissed	Boutique		Put a hold on adding stores
109	Women and men's apparel 3	Dismissed	1800-2000		Not doing leases for 12-18 mos unless value added- in other words, no rent.
110	Furniture 4	Dismissed			Rejected our market.
111	Online cosmetics 3	Dismissed			Not responsive
112	Children's apparel 1	Dismissed			not adding stores
113	Tween fashion 1	Dismissed			No expansion
114	online goods	Dismissed			Not responsive
115	Ice Cream 1	Dismissed			Broker said they were not interested in the market.
116	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.
117	Men's shoes 1	Dismissed	1500-1800		Not expanding now but perhaps in future
118	Kids enrichment	Dismissed			Having a tough time getting registered in MI
119	Lingerie 2	Dismissed			Company sold and not adding sites
120	womens and mens apparel	Dismissed			Needs 15,000 sq ft. Interested and asked to call if we have that size
121	Candy	Dismissed			Not responsive
122	Women's Apparel 6	Dismissed			not responsive
123	Cosmetics	Dismissed			Don't need another in market- but knew Birmingham well
124	women's and men's apparel 1	Dismissed	Boutique		Decided to go with a larger footprint of 20,000 sq ft
125	Designer resale 1	Dismissed	Boutique		No interest
126	Women's and men's apparel 4	Dismissed			No interest in Birmingham
127	Bakery 1	Dismissed			Not responsive
128	Online Women's Professional Clothing	Dismissed			Said not adding sites until 2020
129	Online Clothing 2	Dismissed			Not responsive
130	Online purses	Dismissed			Need a franchisee
131	Online Activewear 1	Dismissed			Sending Sites, not responsive
132	Online men's suits	Dismissed			Not interested
133	Luxury fashion 3	Dismissed			Not interested
134	Furniture/home accessories	Dismissed			Looking for space larger than we have
135	Online gown and dress retail	Dismissed			not interested in this market
136	Furniture 2	Dismissed			Project not moving forward
137	cosmetics 4	Dismissed			Somerset renewed and put in radius restriction
138	Women's apparel 13	Dismissed			Not adding another store for a year or so. At The Village of Rochester Hills
139	women's men's apparel	Dismissed			Can't expand in Birmingham due to naming issues
140	Womens apparel	Dismissed			Not adding stores
141	Online Women's shoes	Dismissed			Said Detroit not on their list now
142	Women's athletic apparel 1	Dismissed			retailer not interested in expanding in our market at this time.

	Code Name	Status	SF	Priority	Notes
143	Women's apparel 8	Dismissed	2800		Rejected Birmingham and opening a store at Somerset
144	Designer resale	Dismissed			Not interested
145	Women's apparel 3	Dismissed	2500		Needs 24 feet width. Keep in touch, not opening stores now
146	apparel 1	Dismissed	25,000		Don't have sq footage they need
147	Men's apparel 5	Dismissed			Too close to Somerset
148	Luxury apparel 2	Dismissed			Took a serious look, but rejected due to too few high end apparel stores.
149	Luxury Apparel with coffee shop	Dismissed			She gathered all the costs involved and decided to do on-line for a few months
150	Home goods 1	Dismissed			Rejected market
151	Online cosmetics 1	Dismissed			NY store moving and rebranding themselves
152	Furniture 9	Dismissed			Financial problems with the company
153	Athletic apparel	Dismissed			Not adding stores in our market at this time

Key:

Signed Lease	
In discussions	
Dismissed Opportunity	

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

JUNE 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
Urban Wick Candle Bar	172	Old Woodward, North	Specialty Retailer	05/14/20	Scheduled to Open
David Abraham Custom Clothiers	261	Maple Road, East	Tailor	05/14/20	Scheduled to Open
Sorrentia's Salon	588	Old Woodward, North	Salon	03/01/20	Scheduled to open
Johnny Was	115	Old Woodward, South	Womens Apparel	03/01/20	Scheduled to open
S-Three Restaurant	117	Willits Street	Restaurant	03/01/20	Scheduled to open
The Lash Lounge	856	Old Woodward, North	Salon/Spa	02/21/20	Scheduled to open
Refinery 13	386	Maple Road, East	Medical	02/07/20	Scheduled to open
The French Lady	768	Old Woodward, North	Restaurant	12/03/19	Scheduled to open
Seven Daughters	163	Maple Road, West	Coffee roaster	04/01/19	Scheduled to open
DiMaggio Fine Art & Jewelry	175	Maple Road, West	Jeweler	03/08/19	Scheduled to open
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
The Colore Room	588	Old Woodward, North	Salon/Spa	02/18/20	Opened
Essential Nail Bar	282	Maple Road, West	Salon/Spa	02/01/20	Opened
fab'rik	123	Maple Road, West	Womens Apparel	11/01/19	Opened
Steele Angel	150	Maple Road, West	Apparel	11/01/19	Opened
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

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

JUNE 2020

Office Occupancy Rate 88%

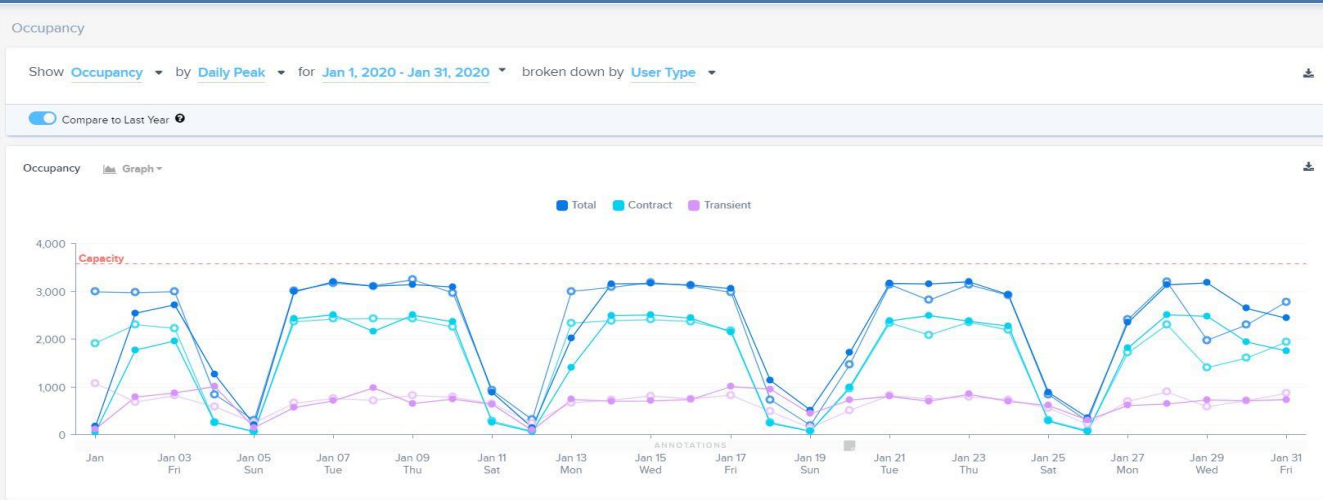
Retail Occupancy Rate 96%

[illegible]

City of Birmingham Parking Utilization Dashboard – January 2020

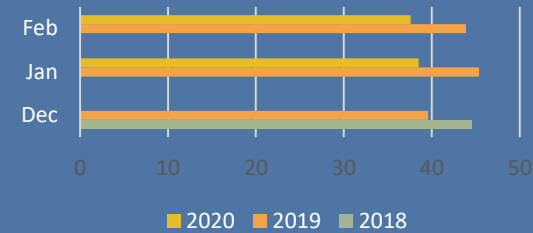
Parking Garages

OCCUPANCY

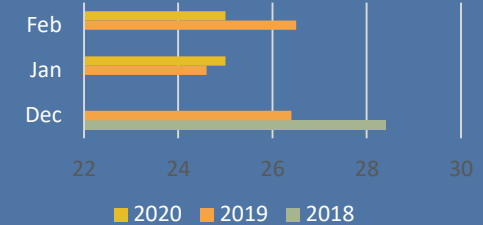


Parking Meters

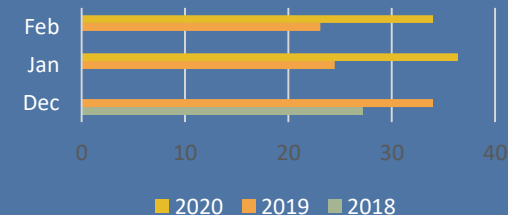
Coin



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:** 06/04/2020

Early Release	Vendor	Description	Account	Amount
	ART/DESIGN GROUP LTD	ARTWORK FOR MISC ITEMS	MARKETING & ADVERTISING	777.50
	BEIER HOWLETT P.C.	MISC LEGAL FEES	LEGAL SERVICES	328.44
	CC CONSULTING LLC	MONTHLY RETAIL SERVICES - ICSC CANCELLATION	TENANT RECRUITMENT	1,453.33
	COSTAR REALTY		TENANT RECRUITMENT	680.00
	DOWNTOWN PUBLICATIONS INC	FARMERS MARKET ADV	MARKETING & ADVERTISING	328.00
	EDWARD MORYKWA	FARMERS MARKET PHOTOS	MARKETING & ADVERTISING	100.00
	OFFICE DEPOT INC	MISC OFFICE SUPPLIES	OPERATING SUPPLIES	95.81
	RENAISSANCE MEDIA SOLUTIONS	PAVE THE WAY - SEEN	MARKETING & ADVERTISING	500.00
	STUDIO EQUIS LLC	DESIGN AND LAYOUT OF MARKETING PIECE	TENANT RECRUITMENT	250.00
*	WORRY FREE INC	HANGING BASKETS & INSTALLATION PAYMENT 2 OF 2	MAINTENANCE SHOPPING DIST	5,400.00
*	ELLEN YERKS	FARM THEMED FACE CUT OUT PICTURE MURAL FOR BFM	SPECIAL EVENTS	200.00
Total:				\$ 10,113.08

Journal Entries

*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										4	1	80%
Samy Eid	P	P	P	A	P										4	1	80%
Doug Fehan	P	P	P	P	P										5	0	100%
Geoffrey Hockman	P	P	P	P	P										5	0	100%
Zachary Kay	P	P	P	P	P										5	0	100%
Jessica Lundberg	P	A	P	P	P										4	1	80%
Amy Pohlod	P	P	P	P	P										5	0	100%
Steve Quintal	A	P	P	P	P										4	1	80%
Bill Roberts	P	P	P	P	P										5	0	100%
Judy Solomon	A	P	A	A	A										1	4	20%
Sam Surnow	A	P	P	P	P										4	1	80%
Joe Valentine	P	P	P	P	P										4	0	100%
Reserved															0	0	#DIV/0!
Reserved															0	0	#DIV/0!
Present or Available	9	10	11	10	11	0	0	0	0	0	0	0	0	0			

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

Department Head Signature



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

BSD COMMITTEES
MONTHLY MEETING SCHEDULE
JUNE 2020

DUE TO COVID-19

<u>BSD BOARD</u>	<u>June 4, 2020 via Zoom meeting</u>
<u>MAINTENANCE/CAPITAL IMPROVEMENTS</u>	<u>TBD</u>
<u>SPECIAL EVENTS</u>	<u>TBD</u>
<u>MARKETING/ADVERTISING</u>	<u>TBD</u>
<u>BUSINESS DEVELOPMENT</u>	<u>TBD</u>
<u>EXECUTIVE</u>	<u>June 2, 2020 via Zoom meeting</u>
<u>QUARTERLY COMMITTEE HEAD</u>	<u>TBD</u>

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

Notice: Individuals requiring accommodations, such as interpreter services, for effective participation in this meeting should contact the City Clerk's Office at [\(248\) 530-1880](tel:2485301880) at least one day in advance of the public meeting.

Las personas que requieren alojamiento, tales como servicios de interpretación, la participación efectiva en esta reunión deben ponerse en contacto con la Oficina del Secretario Municipal al [\(248\) 530-1880](tel:2485301880) por lo menos el día antes de la reunión pública. (Title VI of the Civil Rights Act of 1964).