



*The Shopping District*

**Birmingham Shopping District Agenda  
Thursday March 5, 2020 - 8 a.m.**

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

1. Call to order and Roll Call of Board
2. Recognition of Visitors
3. Approval of Minutes for February 6, 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 – December 2019
  - e. Chamber Report
6. Approval of Vouchers
7. Unfinished Business
8. New Business
  - a. Resolution to Create Ad-hoc Master Plan Review Committee
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, February 6, 2020 - 8:00 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, February 6, 2020, at 8:06 a.m. in The Community House.

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

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

**ABSENT:** Astrein, Lundberg

**ALSO PRESENT:**

**ADMINISTRATION:** Tighe, Brook

**2. RECOGNITION OF VISITORS**

**3. APPROVAL OF MINUTES**

**MOTION:** Motion by Fehan, seconded by Pohlod to approve the minutes dated January 9, 2020.

**VOTE:** Yeas, 10    Nays, 0    Absent, 2

**4. BOARD MEMBER COMMENTS**

None

**5. REPORTS**

**a. FINANCE REPORT – TIGHE**

Tighe shared that the fund balance at the end of December was \$155,595. This is regularly the lowest point in the year for the fund balance as it is the last month prior to the BSD assessments being mailed out. New assessments were mailed in January. Therefore, the fund balance will continue to go up as people make payments.

Revenue and expenses are on track. The total revenue is at 13% due to the fact that assessments are just coming in.

Valentine pointed out that the legal services line item is already at 100%. Tighe acknowledged that and said that she would continue to keep an eye on this line item. She explained that many contracts needed to be renewed this year and needed legal review.

Cash flow was a negative number due to the assessments but will be replenished next month.

## **b. EXECUTIVE DIRECTOR REPORT - TIGHE**

Tighe thanked the board for attending her report at the city's long range planning session. She said that the presentation was well received by the commissioners.

Solomon commended Tighe on a job well done.

Tighe shared the highlights of the plans that each committee has been working for the Maple Road reconstruction period.

Maintenance and Capital – will offer free valet, signage for merchants and way finding and looking into lighting needs.

Marketing - \$50,000 will be committed to Birmingham Bonus Bucks. There will also be a comprehensive advertising and marketing campaign.

Special Events – Plans are underway for barrier art, a touch-a-truck event and events partnering with the Chamber and the Birmingham Museum.

Business Development – Planning to extend the Lyft discount program and hold merchant meetings to give construction updates as well as having educational speakers. They will also continue active recruitment to fill any vacancies.

The total investment from the BSD will be over \$200,000.

## **c. COMMITTEE REPORTS:**

### **SPECIAL EVENTS - TIGHE**

Tighe reminded the board that it is currently the second week of Restaurant Week. She also shared that the committee discussed carriage rides for the 2020 holiday season and is planning to have carriage rides available again, but with an adjusted schedule.

Some of the funds that had been allocated to carriage rides in the past may be used for carolers and/or other mini-events during the holiday season. Valentine cautioned against not having carriage rides available on the Friday night of Winter Markt as he feels that they are a big draw for children.

City Commission approved special event applications for Farmers Market, Movie Nights, Day on the Town and the Birmingham Cruise Event at their last meeting.

### **MARKETING & ADVERTISING - POHLOD**

Pohlod shared that the committee is currently focusing on the next issue of the Birmingham Magazine. The plan is to continue to use residents, local influencers and local celebrities as models. Articles will feature jewelry, men's apparel, salons and generations of family businesses. The food section will look at different genres that are available in the area. There will also be a look at some of the historic buildings and the companies that currently operating out of them.

Fehan asked if the pricing to print a larger magazine has been explored. Pohlod replied that it had not, but the committee can look into it. There is some question as to whether it is better to have a traditional magazine size, which is easy to pick up and take with you, or a larger size that may catch more people's attention. Kay suggested possibly having hard cover copies printed to place in hotels.

Valentine commended the committee for doing a great job. He feels that they have really elevated the magazine.

An RFP for a new website will be going out in the next week or so. Valentine stated he understood the committee is moving forward on the website, but that the city is also looking at redoing their website. He asked if it might be beneficial to work together to obtain cost efficiencies.

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

The committee liked the holiday planters but would like them to have a fuller look next year. There was good feedback about the new lights on North Old Woodward.

The contract for the planters and hanging baskets has been renewed. They will have a more uniform look this year.

The DPS appreciation luncheon will be held in March.

Discussions are underway with the police department to finalize plans for valet during construction.

Pohlod asked if they could cover the outlets to help keep water off them for the North Old Woodward lights so they would not go out as often. Valentine commented that it is not always the water actually getting in that causes the breaker to pop, it is the moisture, and that is difficult to avoid. Quintal said that he could talk to DPS to see if they might be able to wrap the connections or if there is something that they can do.

## **BUSINESS DEVELOPMENT - SURNOW**

An Oakland County Main Street representative met with the committee to discuss the benefits of being at their top level including access to \$13,000 per year. Surnow believes that there may be a way to upgrade our level to gain access to the funds without giving up any proprietary information or becoming too involved with the group. He said that he thinks that from a financial standpoint, it would be worth it.

Customer redeemed approximately 100 Lyft rides during the holiday season. They would like to extend the contract and continue to work on promoting the program.

Approximately 40 merchants attended the last merchant meeting, which featured Steve Dennis, international retail speaker. He offered important practical information. Quintal asked if his presentation could be shared with all of our merchants. Tighe responded that there are some proprietary issues. Therefore, she is not able to mass distribute the presentation, but she can share it with those who attended.

Merchants are slowly registering for the gift card program. Pohlod suggested sending another email reminder. Hockman suggested stopping at each store and helping them punch in the code right then. Tighe said that she will emphasize the importance of participating in the program at the next meeting and will look into individual store visits.

Quintal asked if there is a broker meeting coming up. He would like to introduce Ciura to the brokers and property owners. Tighe said that there would be a meeting at the beginning of May, which is before the large ICSC conference.

## **EXECUTIVE BOARD REPORT - HOCKMAN**

None

**d. PARKING REPORT - VALENTINE**

Valentine shared that a new mobile app is being developed that will show space availability in both the structures and on the street. The goal is for it to be live by the time construction starts. The committee is also looking at new technology for the full system.

There was a problem at the North Old Woodward structure. Last week one of the pillars failed due to rusting on an internal bracket. A piece of the façade fell and hit a car. Within days, a proposal was in to strip the façade off the entire structure and add new barriers. City commission held a special meeting on Saturday to approve the proposal.

Work started on Monday and will last a few months. Parking spaces will be lost during the construction period. Some permit parkers were relocated to the Chester structure. The entire project will cost approximately \$600,000.

Pohlod asked if data is available to show use of street parking in December 2019 vs December 2018. She pointed out that structure usage was down and is curious to see if street usage was up or if number of shoppers was lower during the holiday season. Valentine explained that there is not as much data available for street parking as there is for the structures.

**e. CHAMBER REPORT**

There was no report from the chamber.

**f. COMMUNITY HOUSE REPORT**

There was no report from The Community House.

**6. APPROVAL OF VOUCHERS**

**MOTION:** Motion by Fehan, seconded by Pohlod to approve the vouchers, as submitted, dated February 6, 2020.

**VOTE:** Yeas, 10 Nays, 0 Absent, 2

**7. UNFINISHED BUSINESS**

**8. NEW BUSINESS**

**a. Third Party Retail Recruiting Agreement**

Surnow explained that the proposed contract for a retail consultant is the same terms as it was before and that he continues to be impressed with Ciura.

**MOTION:** Motion by Valentine, seconded by Fehan to approve the renewal agreement with CC Consulting for third party retail recruiting of national and regional retailers to the downtown Birmingham Shopping District, pending proof of insurance.

**VOTE:** Yeas, 10 Nays, 0 Absent, 2

**9. INFORMATION**

**a. Retail Activity**

**b. Announcements**

**c. Letters, Board Attendance & Monthly Meeting Schedule**

**10. PUBLIC COMMENTS**

**11. ADJOURNMENT – 8:50 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	264,327.32
247-000.000-028.0000	MISCELLANEOUS	9,561.72
247-000.000-028.9999	ALLOW FOR DOUBTFUL ACCTS.	(1,613.72)
247-000.000-045.0885	PSD SPEC ASSESS 19-20 #885 RECEIV	(97,304.62)
247-000.000-048.0884	PSD 2018-2019 DELQ	2,115.53
<b>Total Assets</b>		<b>177,336.23</b>
*** Liabilities ***		
247-000.000-200.0000	SUSPENSE ACCOUNT	180.54
247-000.000-202.0000	ACCOUNTS PAYABLE	54,423.40
247-000.000-255.0001	GIFT CERTIFICATES	725.00
247-000.000-367.0300	DEFER. INFLOWS - MISCELLANEOUS INV	7,948.00
247-000.000-367.0700	DEFER. INFLOWS - SPECIAL ASSESSMEN	(97,304.62)
247-000.000-367.0800	DEFER. INFLOWS - DELQ SPECIAL ASSE	2,115.53
<b>Total Liabilities</b>		<b>(31,912.15)</b>
*** Fund Balance ***		
247-000.000-391.0000	RETAINED EARNINGS	680,198.80
<b>Total Fund Balance</b>		<b>680,198.80</b>
<b>Beginning Fund Balance</b>		<b>680,198.80</b>
<b>Net of Revenues VS Expenditures</b>		<b>(470,950.42)</b>
<b>Ending Fund Balance</b>		<b>209,248.38</b>
<b>Total Liabilities And Fund Balance</b>		<b>177,336.23</b>

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 01/31/2020

GL NUMBER	DESCRIPTION	2019-20	2019-20	ACTIVITY FOR	YTD BALANCE	ENCUMBERED	UNENCUMBERED	% BDGT
		ORIGINAL	BUDGET	MONTH				
		BUDGET	AMENDED BUDGET	01/31/20	01/31/2020	YEAR-TO-DATE	BALANCE	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	25,000.00	0.00	125,000.00	16.67
CHARGES FOR SERVICES		150,000.00	150,000.00	0.00	25,000.00	0.00	125,000.00	16.67
INTEREST AND RENT								
247-000.000-664.0000	INVESTMENT INCOME	13,700.00	13,700.00	371.24	4,497.67	0.00	9,202.33	32.83
INTEREST AND RENT		13,700.00	13,700.00	371.24	4,497.67	0.00	9,202.33	32.83
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	10,617.38	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	146,233.34	146,233.34	0.00	(146,233.34)	100.00
SPECIAL ASSESSMENTS		1,054,970.00	1,054,970.00	156,850.72	165,645.04	0.00	889,324.96	15.70
OTHER REVENUE								
247-000.000-676.0001	CONTR FROM PRIVATE SOURCE	190,000.00	190,000.00	14,681.46	178,093.96	0.00	11,906.04	93.73
OTHER REVENUE		190,000.00	190,000.00	14,681.46	178,093.96	0.00	11,906.04	93.73
Total Dept 000.000								
		1,504,990.00	1,522,370.00	171,903.42	373,236.67	0.00	1,149,133.33	24.52
TOTAL REVENUES								
		1,504,990.00	1,522,370.00	171,903.42	373,236.67	0.00	1,149,133.33	24.52
Expenditures								
Dept 298.000 - PUBLIC RELATIONS								
PERSONNEL SERVICES								
247-298.000-702.0001	SALARIES & WAGES DIRECT	31,030.00	33,010.00	3,834.81	19,973.87	0.00	13,036.13	60.51
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	287.49	1,497.40	0.00	972.60	60.62
247-298.000-706.0002	HOSPITALIZATION	11,090.00	11,090.00	639.27	3,196.26	0.00	7,893.74	28.82
247-298.000-706.0007	WORKER'S COMPENSATION	100.00	110.00	12.10	62.92	0.00	47.08	57.20
247-298.000-706.0012	RETIREMNT-DEF CONTR EMPLR	2,990.00	3,060.00	364.29	1,897.48	0.00	1,162.52	62.01
247-298.000-706.0013	RET HLTH SVGS CONTR EMPLR	690.00	690.00	105.00	524.98	0.00	165.02	76.08
PERSONNEL SERVICES		48,760.00	50,880.00	5,242.96	27,152.91	0.00	23,727.09	53.37
Total Dept 298.000 - PUBLIC RELATIONS								
		48,760.00	50,880.00	5,242.96	27,152.91	0.00	23,727.09	53.37
Dept 441.005 - DOWNTOWN MAINTENANCE								
PERSONNEL SERVICES								
247-441.005-702.0001	SALARIES & WAGES DIRECT	54,210.00	54,210.00	3,987.61	31,404.11	0.00	22,805.89	57.93
247-441.005-702.0002	OVERTIME PAY	24,200.00	24,200.00	1,632.28	18,394.60	0.00	5,805.40	76.01
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	419.45	3,741.59	0.00	2,458.41	60.35
247-441.005-706.0002	HOSPITALIZATION	10,380.00	10,380.00	1,041.85	8,482.09	0.00	1,897.91	81.72



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REVENUE AND EXPENDITURE REPORT

Page: 2/3

PERIOD ENDING 01/31/2020

GL NUMBER	DESCRIPTION	2019-20 ORIGINAL BUDGET	2019-20 AMENDED BUDGET	ACTIVITY FOR MONTH 01/31/20	YTD BALANCE 01/31/2020	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BODGT USED
Fund 247 - PRINCIPAL SHOPPING DISTRICT								
Expenditures								
247-441.005-706.0003	LIFE INSURANCE	200.00	200.00	18.90	147.97	0.00	52.03	73.99
247-441.005-706.0004	RETIRE CONTRIB HEALTH	12,500.00	12,500.00	920.20	6,479.95	0.00	6,020.05	51.84
247-441.005-706.0005	DENTAL/OPTICAL	840.00	840.00	64.52	433.73	0.00	406.27	51.63
247-441.005-706.0006	LT/ST DISABILITY	610.00	610.00	42.96	365.76	0.00	244.24	59.96
247-441.005-706.0007	WORKER'S COMPENSATION	1,500.00	1,500.00	117.62	1,083.23	0.00	416.77	72.22
247-441.005-706.0010	RETIREMENT EMPLOYER CNTR	9,570.00	9,570.00	637.29	4,518.27	0.00	5,051.73	47.21
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	305.01	2,785.84	0.00	(725.84)	135.23
247-441.005-706.0013	RET HLTH SVGS CONTR EMPLR	1,010.00	1,010.00	89.18	890.52	0.00	119.48	88.17
PERSONNEL SERVICES		123,740.00	123,740.00	9,276.87	78,888.04	0.00	44,851.96	63.75
OTHER CHARGES								
247-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	43,000.00	43,000.00	2,336.36	23,124.22	0.00	19,875.78	53.78
OTHER CHARGES		43,000.00	43,000.00	2,336.36	23,124.22	0.00	19,875.78	53.78
Total Dept 441.005 - DOWNTOWN MAINTENANCE								
		166,740.00	166,740.00	11,613.23	102,012.26	0.00	64,727.74	61.18
Dept 748.000 - PRINCIPAL SHOPPING DISTRICT								
PERSONNEL SERVICES								
247-748.000-702.0001	SALARIES & WAGES DIRECT	215,130.00	228,300.00	24,984.44	130,611.06	0.00	97,688.94	57.21
247-748.000-706.0001	FICA	16,460.00	17,470.00	1,819.92	9,616.47	0.00	7,853.53	55.05
247-748.000-706.0002	HOSPITALIZATION	43,930.00	43,930.00	5,067.93	25,315.63	0.00	18,614.37	57.63
247-748.000-706.0003	LIFE INSURANCE	950.00	950.00	108.51	542.55	0.00	407.45	57.11
247-748.000-706.0004	RETIRE CONTRIB HEALTH	5,620.00	5,620.00	467.67	3,273.69	0.00	2,346.31	58.25
247-748.000-706.0005	DENTAL/OPTICAL	2,010.00	2,180.00	250.62	1,253.05	0.00	926.95	57.48
247-748.000-706.0006	LT/ST DISABILITY	880.00	960.00	110.04	550.14	0.00	409.86	57.31
247-748.000-706.0007	WORKER'S COMPENSATION	680.00	720.00	124.06	647.46	0.00	72.54	89.93
247-748.000-706.0010	RETIREMENT EMPLOYER CNTR	3,380.00	3,380.00	281.67	1,971.69	0.00	1,408.31	58.33
247-748.000-706.0012	RETIREMNT-DEF CONTR EMPLR	9,280.00	10,070.00	1,161.39	5,806.93	0.00	4,263.07	57.67
247-748.000-706.0013	RET HLTH SVGS CONTR EMPLR	1,820.00	1,820.00	210.00	1,050.00	0.00	770.00	57.69
PERSONNEL SERVICES		300,140.00	315,400.00	34,586.25	180,638.67	0.00	134,761.33	57.27
OTHER CHARGES								
247-748.000-801.0200	LEGAL SERVICES	3,000.00	3,000.00	0.00	3,096.72	0.00	(96.72)	103.22
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	100.00	10,700.00	0.00	139,300.00	7.13
247-748.000-829.0100	SNOW REMOVAL CONTRACT	59,000.00	59,000.00	10,480.17	39,958.68	0.00	19,041.32	67.73
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	102.60	746.41	0.00	1,003.59	42.65
247-748.000-901.0400	MARKETING & ADVERTISING	250,000.00	250,000.00	33,456.62	109,683.49	0.00	140,316.51	43.87
247-748.000-901.0500	PUBLIC RELATIONS	10,000.00	10,000.00	1,500.00	4,382.18	0.00	5,617.82	43.82
247-748.000-903.0000	TENANT RECRUITMENT	100,000.00	100,000.00	12,328.53	48,938.46	0.00	51,061.54	48.94
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	1,676.29	191,514.20	0.00	8,485.80	95.76
247-748.000-933.0200	EQUIPMENT MAINTENANCE	1,200.00	1,200.00	252.08	773.14	0.00	426.86	64.43
247-748.000-935.0200	MAINTENANCE SHOPPING DIST	100,000.00	100,000.00	0.00	39,515.91	0.00	60,484.09	39.52
247-748.000-942.0000	COMPUTER EQUIPMENT RENTAL	19,560.00	19,560.00	1,630.00	11,410.00	0.00	8,150.00	58.33
247-748.000-944.0000	BUILDING OR FACILITY RENT	12,000.00	12,000.00	1,000.00	7,000.00	0.00	5,000.00	58.33
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	246.50	1,496.50	0.00	103.50	93.53
247-748.000-955.0400	CONFERENCES & WORKSHOPS	3,000.00	3,000.00	35.19	192.49	0.00	2,807.51	6.42
247-748.000-957.0400	LIAB INSURANCE PREMIUMS	4,500.00	4,500.00	375.00	2,625.00	0.00	1,875.00	58.33
OTHER CHARGES		982,850.00	982,850.00	63,182.98	532,595.19	0.00	450,254.81	54.19

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REVENUE AND EXPENDITURE REPORT

Page: 3/3

PERIOD ENDING 01/31/2020

GL NUMBER	DESCRIPTION	2019-20 ORIGINAL BUDGET	2019-20 AMENDED BUDGET	ACTIVITY FOR MONTH 01/31/20	YTD BALANCE 01/31/2020	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 247 - PRINCIPAL SHOPPING DISTRICT								
Expenditures								
SUPPLIES								
247-748.000-727.0000	POSTAGE	3,000.00	3,000.00	265.46	265.46	0.00	2,734.54	8.85
247-748.000-729.0000	OPERATING SUPPLIES	3,500.00	3,500.00	934.27	1,522.60	0.00	1,977.40	43.50
SUPPLIES		6,500.00	6,500.00	1,199.73	1,788.06	0.00	4,711.94	27.51
Total Dept 748.000 - PRINCIPAL SHOPPING DISTRICT		1,289,490.00	1,304,750.00	98,968.96	715,021.92	0.00	589,728.08	54.80
TOTAL EXPENDITURES		1,504,990.00	1,522,370.00	115,825.15	844,187.09	0.00	678,182.91	55.45
Fund 247 - PRINCIPAL SHOPPING DISTRICT:								
TOTAL REVENUES		1,504,990.00	1,522,370.00	171,903.42	373,236.67	0.00	1,149,133.33	24.52
TOTAL EXPENDITURES		1,504,990.00	1,522,370.00	115,825.15	844,187.09	0.00	678,182.91	55.45
NET OF REVENUES & EXPENDITURES		0.00	0.00	56,078.27	(470,950.42)	0.00	470,950.42	100.00

PRINCIPAL SHOPPING DISTRICT  
CASH FLOW  
FOR THE MONTH OF JANUARY 2020

	DESCRIPTION	PROJECTED	ACTUAL	VARIANCE
	BEGINNING CASH BALANCE	\$ 194,420	\$ 229,609	\$ 35,189
	CASH RECEIPTS:			
	Special Assessments	476,737	156,851	(319,886)
	Interest Income	200	371	171
	Gift Certificates In	-	-	-
	Advisory Parking Committee	-	-	-
	Special Event Revenue	3,380	14,681	11,301
	Sub-total cash receipts	480,317	171,903	(308,414)
	CASH DISBURSEMENTS:			
	OFFICE DISBURSEMENTS			
	PSD Personnel Costs	33,140	33,837	(697)
727.0000	Postage	-	265	(265)
729.0000	Supplies	280	600	(320)
801.0200	Legal	250	539	(289)
802.0100	Audit	-	-	-
811.0000	Other Contractual Service	-	-	-
933.0200	Equipment Maintenance	-	-	-
851.0000	Telephone	140	103	37
955.0100	Training	80	-	80
955.0300	Memberships & Dues	130	130	-
955.0400	Conferences & Workshops	700	35	665
942.0000	Computer Equipment Rental	1,630	1,630	-
957.0400	Liability Insurance	375	375	-
944.0000	Building Rent	1,000	1,000	-
	Sub-total Office Disbursements	37,725	38,514	(789)
	PROGRAM DISBURSEMENTS			
	DPS Downtown Maintenance	17,530	10,361	7,169
	Promotion Personnel Costs	5,350	5,243	107
	Gift Certificates Out	100	-	100
828.03	Valet Services	7,500	10,100	(2,600)
829.0100	Snow Removal	9,834	9,826	8
935.0200	Maintenance PSD	15,000	189	14,811
901.0400	Marketing & Advertising	10,000	15,532	(5,532)
901.0500	Public Relations	1,000	-	1,000
903.0000	Tenant Recruitment	8,330	18,502	(10,172)
909.0000	Special Events	10,000	28,918	(18,918)
904.0000	PSD Magazine	-	-	-
829.0200	Web Site Maintenance	100	-	100
	Sub-total Program Disbursements	84,744	98,671	(13,927)
	Total Disbursements	122,469	137,185	(14,716)
	INCREASE (DECREASE) IN CASH BALANCE	357,848	34,718	(323,130)
	ENDING CASH BALANCE	\$ 552,268	\$ 264,327	\$ (287,941)

PRINCIPAL SHOPPING DISTRICT  
ACTUAL CASH FLOW  
FOR THE SEVEN MONTHS ENDED JANUARY 2020

	DESCRIPTION	PROJECTED	ACTUAL	VARIANCE
	BEGINNING CASH BALANCE	\$ 701,503	\$ 701,503	\$ -
	CASH RECEIPTS:			
	Special Assessments	562,267	192,213	(370,054)
	Interest Income	3,320	4,498	1,178
	Gift Certificates In	1,000	100	(900)
	Advisory Parking Committee	25,000	25,000	-
	Special Event Revenue	160,320	179,819	19,499
	Sub-total cash receipts	751,907	401,630	(350,277)
	CASH DISBURSEMENTS:			
	OFFICE DISBURSEMENTS			
	PSD Personnel Costs	185,190	191,513	(6,323)
727.0000	Postage	1,600	265	1,335
729.0000	Supplies	2,100	1,176	924
801.0200	Legal	1,750	3,917	(2,167)
802.0100	Audit	740	742	(2)
811.0000	Other Contractual Service	-	100	(100)
933.0200	Equipment Maintenance	600	521	79
851.0000	Telephone	1,010	848	162
955.0100	Training	580	-	580
955.0300	Memberships & Dues	930	1,250	(320)
955.0400	Conferences & Workshops	2,250	506	1,744
942.0000	Computer Equipment Rental	11,410	11,410	-
957.0400	Liability Insurance	2,625	2,625	-
944.0000	Building Rent	7,000	7,000	-
	Sub-total Office Disbursements	217,785	221,873	(4,088)
	PROGRAM DISBURSEMENTS			
	DPS Downtown Maintenance	120,190	108,036	12,154
	Promotion Personnel Costs	29,710	28,800	910
	Gift Certificates Out	600	1,725	(1,125)
828.03	Valet Services	15,000	10,600	4,400
829.0100	Snow Removal	29,502	29,478	24
935.0200	Maintenance PSD	62,900	47,458	15,442
901.0400	Marketing & Advertising	159,000	85,716	73,284
901.0500	Public Relations	6,000	2,882	3,118
903.0000	Tenant Recruitment	58,310	55,968	2,342
909.0000	Special Events	155,000	186,149	(31,149)
904.0000	PSD Magazine	44,945	58,321	(13,376)
829.0200	Web Site Maintenance	2,200	1,800	400
	Sub-total Program Disbursements	683,357	616,933	66,424
	Total Disbursements	901,142	838,806	62,336
	INCREASE (DECREASE) IN CASH BALANCE	(149,235)	(437,176)	(287,941)
	ENDING CASH BALANCE	\$ 552,268	\$ 264,327	\$ (287,941)

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	834,793	741,513	636,488	503,467	701,503
CASH RECEIPTS:													
2018 Assessment	3,644	22,924	1,040	1,663	-	6,091	10,617	2,000	-	-	11,314	-	59,293
2019 Assessment	-	-	-	-	-	-	146,234	516,935	10,549	-	-	-	673,718
Special Assessments	3,644	22,924	1,040	1,663	-	6,091	156,851	518,935	10,549	-	11,314	-	733,011
Interest Income	(68)	1,407	815	773	566	634	371	580	1,170	1,070	960	820	9,098
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	2,130	10,280	12,000	4,120	1,150	209,499
Sub-total cash receipts	21,922	40,701	17,346	28,441	102,748	18,569	171,903	646,645	21,999	13,070	16,394	3,470	1,103,208
CASH DISBURSEMENTS:													
OFFICE DISBURSEMENTS													
PSD Personnel Costs	22,660	36,177	23,163	21,944	26,200	27,532	33,837	22,990	22,990	22,990	22,990	22,990	306,463
727.00 Postage	-	-	-	-	-	-	265	-	-	400	400	600	1,665
729.00 Supplies	105	114	62	53	194	48	600	280	280	280	280	280	2,576
801.02 Legal	821	282	504	422	446	903	539	250	250	250	250	250	5,167
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	-	-	-	300	-	-	300	1,121
851.00 Telephone	202	-	205	102	133	103	103	150	140	150	150	150	1,588
955.01 Training	-	-	-	-	-	-	-	80	90	80	80	90	420
955.03 Memberships & Dues	-	-	575	250	295	-	130	30	-	270	370	-	1,920
955.04 Conferences & Workshops	-	314	157	-	-	-	35	250	-	-	400	100	1,256
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	27,035	27,055	27,425	27,925	27,765	359,078
PROGRAM DISBURSEMENTS													
DPS Downtown Maintenance	17,341	27,260	17,110	14,744	10,360	10,860	10,361	6,070	6,050	6,050	6,050	22,330	154,586
Promotion Personnel Costs	3,260	4,849	3,248	3,505	3,517	5,178	5,243	3,810	3,810	3,810	3,810	3,810	47,850
Gift Certificates Out	-	875	-	375	-	475	-	100	100	100	100	100	2,225
828.03 Valet Services	-	-	-	-	-	500	10,100	-	33,750	33,750	33,750	33,750	145,600
829.01 Snow Removal	-	-	-	-	9,826	9,826	9,826	9,834	9,834	9,830	-	-	58,976
935.02 Maintenance PSD	7,489	26,559	683	10,010	2,318	210	189	-	9,700	7,800	9,800	9,800	84,558
901.04 Marketing & Advertising	6,008	14,789	18,680	5,971	11,709	13,027	15,532	20,000	15,000	20,000	20,000	16,000	176,716
901.05 Public Relations	-	2,000	-	807	-	75	-	1,000	-	1,000	1,000	1,000	6,882
903.00 Tenant Recruitment	8,914	6,658	4,231	2,763	4,251	10,649	18,502	8,330	8,330	8,330	8,330	8,370	97,658
909.00 Special Events	11,221	27,244	9,276	2,046	16,072	91,372	28,918	-	-	-	37,000	8,000	231,149
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	-	1,650	-	5,100
Sub-total Program Disbursements	54,533	125,216	68,210	55,203	69,533	145,567	98,671	49,144	88,224	90,670	121,490	103,160	1,069,621
Total Disbursements	81,426	167,933	96,273	78,793	100,438	176,758	137,185	76,179	115,279	118,095	149,415	130,925	1,428,699
INCREASE (DECREASE) IN CASH BALANCE	(59,504)	(127,232)	(78,927)	(50,352)	2,310	(158,189)	34,718	570,466	(93,280)	(105,025)	(133,021)	(127,455)	(325,491)
ENDING CASH BALANCE	641,999	514,767	435,840	385,488	387,798	229,609	264,327	834,793	741,513	636,488	503,467	376,012	376,012



*The Shopping District*

## **Special Events Committee**

No meeting held in February

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

**Staff:** Tighe, Brook

1. **No meeting held in February**
2. **Restaurant Week Update**
  - a. 24 restaurants participated
  - b. Surveys were sent to participating restaurants and to residents
3. **Upcoming Events**
  - a. **Farmers Market**
    - i. Health and Wellness Event – June 28
  - b. **Movie Night**
    - i. June 12 – The Little Mermaid
    - ii. July 17 – Elf (Christmas in July)
    - iii. August 21 – Cars
4. **Construction**
  - a. The committee would like to schedule a Touch-a-Truck event once construction has started so that kids can see trucks in motion.
  - b. Leslie Pielack, Birmingham Museum Director, presented the idea of partnering on a sip and stroll event. The committee is interested in pursuing this idea.
  - c. Other ideas discussed were doing a barricade art contest again and a possible cookie crawl or chocolate hop.

### **Upcoming Events**

May 3 – October 25 – Birmingham Farmers Market 18<sup>th</sup> Season

June 12, July 17, August 21 – Movie Nights

July 25 – Day on the Town

August 15 – Birmingham Cruise Event

**NEXT MEETING: Friday, March 13, 2020 at 8:30 a.m.**

**2019-20 Budget: \$200,000**

**Remaining balance after March vouchers: \$4,791.56**





*The Shopping District*

## **Marketing & Advertising Committee Meeting**

**February 26, 2020**

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

**Staff:** Tighe, Gamboa

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

PRESENT: Benkert, Pohlod, Eid, Kay, Lundberg

ABSENT: Darakjian, Champagne, Knight

ADMINISTRATION: Gamboa, Tighe

VISITORS: Renaissance Media Team

### **2. Birmingham Magazine:**

The committee and Renaissance Media Team discussed details about the upcoming edition of the Birmingham Magazine. Similar to the current edition, the next edition will have a Shop, Work, Play, Dine gatefold cover. The committee plans to ask Mojo in the Morning's Shannon Murphy and her family to appear in the cover shots. The fashion shoot will take place at the Daxton Hotel. Other highlights in the upcoming magazine include: jewelry, men's apparel, salons, generations of families in business, specific food genres, activities for children and grandparents, and history of buildings/architecture. A home section will feature high-end and low-end options within the city, and a section with men from different age groups will show their favorite go-to products in the city. A Maple Road reconstruction piece will highlight new improvements in the downtown area.

**NEXT MEETING: Thursday, March 12, 2020 at 8:30 a.m.**

**Marketing 2019-20 Budget: \$150,000**

**Remaining balance after March vouchers: \$18,621**

**Construction 2019-20 Budget: \$100,000**

**Remaining balance after March vouchers: \$100,000**

**Magazine 2019-20 Budget: \$60,000**

**Remaining balance after March vouchers: \$1,679**



## Maintenance/Capital Improvement Committee

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

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

1. **No meeting held in February**
2. **DPS Luncheon**
  - a. Scheduled for March 17<sup>th</sup> at 11:00 AM.
3. **Maple Road Reconstruction**
  - a. **Valet parking** – 3 proposed stations will be around the city to make it easier for customers to get in.
  - b. **Signage** – will have signs directing pedestrians and drivers.
  - c. **Merchant signs / lighting** – will be provided to make it easier for customers to find stores and restaurants in the construction zone.
  - d. **Additional items** – will provide thermometer sign again to track construction progress.

**NEXT MEETING:** Tuesday, March 10, 2020 at 8:30 a.m. in City Hall

**2019-20 Budget: \$100,000**

**Remaining balance after March vouchers: \$59,607**

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

**Remaining balance after March vouchers: \$38,692**





*The Shopping District*

## **Business Development Committee Meeting**

**February 27, 2020**

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

**Staff: Tighe**

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

PRESENT: Surnow, Quintal, McKenzie, Hockman

ABSENT: none

ADMINISTRATION: Tighe

GUESTS:

### **2. Retention and growth**

- a. The BSD e-Gift certificate program is in full swing. This same system will be utilized for the Maple Rd. reconstruction Birmingham Bonus Bucks program.

### **3. Tenant recruitment process**

- a. The BSD successfully attracted a second national retailer to Birmingham. The women's apparel store will be the retailer's first Michigan store! CC Consulting continues to speak with retailers on our target list.

### **4. Maple Road Reconstruction**

- a. The committee discussed its initiatives it would provide during construction. These items include regular merchant meetings, professional speakers, and aggressively recruiting new businesses to Birmingham. The committee will also look into offering discounted Lyft rides during construction.

**NEXT MEETING: Thursday, March, 26, 2020 at 8:30 AM**

**2019-20 Budget: \$100,000**

**Remaining after March vouchers: \$66,513**

	Code Name	Status	SF	Priority	Notes
1	Women's apparel 11	Lease signed		4	Store opened
2	Women's apparel 2	Lease signed	1500-1500	4	Lease awarded - Bheri Ltd - open in Nov 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/MOVED/CLOSED IN LAST 12 MONTHS**

**MARCH 2020**

**Office Occupancy Rate 87%**

**Retail Occupancy Rate 96%**

<b>Name of Business</b>	<b>Property Address</b>	<b>Street Name</b>	<b>Notes</b>	<b>Date of notification</b>	<b>Scheduled to Open/Moved/Closed/Opened in last 12 months</b>
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
ABC Vintage	154	Maple Road, West	Apparel	05/24/19	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
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
Nalu	887	Maple Road, East	Salon/Spa	06/20/19	Opened
Moosejaw	284	Maple Road, West	bikes	04/19/19	Opened

# City of Birmingham Parking Utilization Dashboard – December 2019

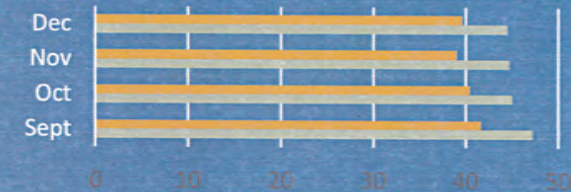
## Parking Garages

### OCCUPANCY

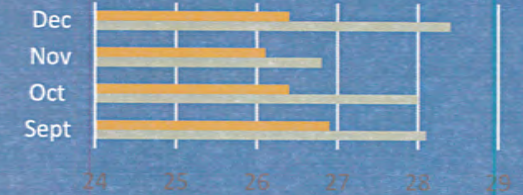


## Parking Meters

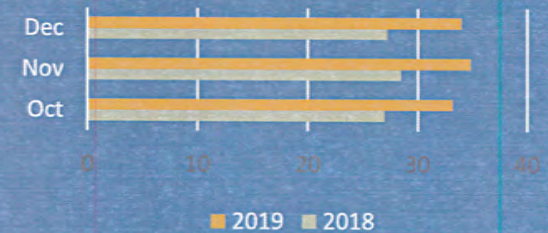
### Coin



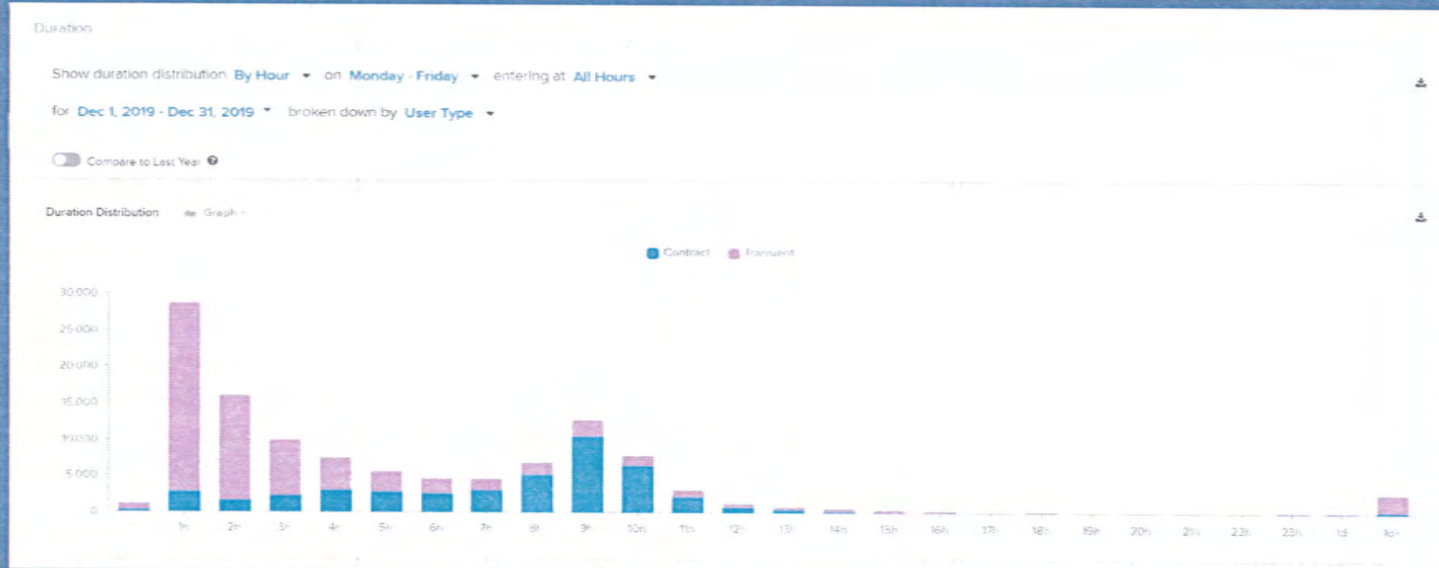
### Credit



### ParkMobile



### DURATION



### Roof Top Valet

December 2018	December 2019	Percentage Change
61	24	-61%



## MONTHLY PARKING PERMIT REPORT

For the month of: December 2019

Date Compiled: January 9, 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	150	40	8	24	50	207	4119
6. Permits - end of month	550	750	400	800	1140	170	40	8	10	50	190	4108
7. Permits - available at end of month	26	95	86	81	0	7	0	0	20	0	35	350
8. Permits issued in month includes permits effective 1st of month	101	2	0	2	79	0	0	0	0	0	0	184
9. Permits given up in month	1	2	0	2	1	0	0	0	0	0	0	6
10. Net Change	100	0	0	0	78	0	0	0	0	0	0	178
11. On List - end of month* **On List-Unique Individuals	1148	1462	1345	1644	994	0	0	0	0	22	0	6615 3722
12. Added to list in month	4	5	5	2	2	0	0	0	0	0	0	18
13. Withdrawn from list in month (w/o permit)	2	0	22	0	0	0	0	0	0	0	0	24
14. Average # of weeks on list for permits issued in month	143	82	141	126	57	0	0	0	0	0	0	109.8
15. Transient parker occupied	260	224	128	203	112	N/A	N/A	N/A	N/A	N/A	N/A	927
16. Monthly parker occupied	321	479	293	523	615	N/A	N/A	N/A	N/A	N/A	N/A	2231
17. Total parker occupied	581	703	421	726	62	N/A	N/A	N/A	N/A	N/A	N/A	3158
18. Total spaces available at 1pm on Wednesday 11/11	125	108	16	19	153	N/A	N/A	N/A	N/A	N/A	N/A	421
19. "All Day" parkers paying 5 hrs. or more												
A: Weekday average.	232	217	121	149	67	N/A	N/A	N/A	N/A	N/A	N/A	786
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/Overseal 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 December 2018 & December 2019**

December 2018

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE
PEABODY	19,714	10,745	\$45,894.00	55%
PARK	20,695	8,803	\$48,373.00	43%
CHESTER	5,991	2,032	\$68,689.00	34%
WOODWARD	12,168	6,254	\$29,256.00	51%
PIERCE	24,921	11,040	\$72,204.00	44%
<b>TOTALS</b>	83,489	38,874	\$ 264,416.00	47%

December 2019

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE
PEABODY	16,651	8,499	\$ 29,193.00	51%
PARK	19,472	7,116	\$ 56,578.00	37%
CHESTER	5,047	1,997	\$ 40,721.00	40%
WOODWARD	11,921	5,373	\$ 33,393.00	45%
PIERCE	22,580	9,564	\$ 67,805.00	42%
<b>TOTALS</b>	75,671	32,549	\$ 227,690.00	43%

<b>BREAKDOWN:</b>	TOTAL CARS	-9%
	FREE CARS	-16%
	CASH REVENUE	-14%

# Birmingham Principal Shopping District Board

Voucher List For: 03/05/2020

Early Rel	Vendor	Description	Account	Amount
	BEIER HOWLETT P.C.	VARIOUS CONTRACT REVIEW AND REVISIONS	LEGAL SERVICES	445.74
	C & G PUBLISHING INC.	GENERAL ADVERTISING	MARKETING & ADVERTISING	477.40
	CAR TRUCKING INC	OCTOBER DUMPSTER FOR FARMERS MARKET	SPECIAL EVENTS	99.75
	CC CONSULTING LLC	MONTHLY RETAIL SERVICES	TENANT RECRUITMENT	2,083.33
	CHICKEN SHACK	DPS THANK YOU LUNCHEON	SPECIAL EVENTS	268.97
	EDWARD MORYKWA	PHOTOGRAPHY SERVICES FOR SOCIAL MEDIA PHOTOS	MARKETING & ADVERTISING	200.00
	ENTERCOM COMMUNICATIONS CORP	RESTAURANT WEEK ADVERTISING	MARKETING & ADVERTISING	1,950.00
	JAIMI BROOK	MILEAGE FOR RW SEGMENT AND CRUISE MEETING	MARKETING & ADVERTISING	31.85
	MICHIGAN ECONOMIC DE	2020 CAPITOL DAY	CONFERENCES & WORKSHOPS	115.00
	NICK'S MAINTENANCE SERVICE	MARCH SNOW CLEARING	SNOW REMOVAL CONTRACT	9,826.17
	OFFICE DEPOT INC	MISC OFFICE SUPPLIES	OPERATING SUPPLIES	135.36
	SP+ CORPORATION	MARCH EMPLOYEE PARKING	PARKING VALET SERVICES	100.00
	WDIV/TV4	RESTAURANT WEEK ADVERTISING	MARKETING & ADVERTISING	1,000.00
*	COSTAR REALTY INFORMATION, INC	ONLINE RETAIL SERVICES	TENANT RECRUITMENT	680.00
*	PETITE CABANE	GIFT CERTIFICATES	GIFT CERTIFICATES	50.00

**Birmingham Principal Shopping District Board****Voucher List For:** 03/05/2020

Early Rel	Vendor	Description	Account	Amount
			<b>Total:</b>	<b>\$ 17,463.57</b>

**Journal Entries**

Verizon - Ingrid and Jaimi cell phone	101.98
Home Depot - storage bins for WM garland	279.72
Facebook - boosted post for BFM	50.00
Facebook - boosted posts to promote Valentines Day gifts in town	500.00
DTE	40.94
Wufoo - Online form subscription	169.00
City of Birmingham - 2019 Farmers Market Special Event costs FINAL	2,042.30
City of Birmingham - 2019 Movie Nights Special Event costs FINAL	907.09
Total Journal Entries	\$ 4,091.03
TOTAL VOUCHERS AND JOURNAL ENTRIES	\$ 21,554.60
	=====

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

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



## MEMORANDUM

**DATE:** March 5, 2020

**TO:** Birmingham Shopping District Board

**FROM:** Ingrid Tighe, Executive Director

**SUBJECT:** New Business Item 8A Resolution to Create Ad-hoc Master Plan Review Committee

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Over the past year, the City of Birmingham hired a consultant, DPZ, to assist in updating its comprehensive master plan. DPZ, conducted multiple surveys and stakeholder meetings during 2019 to solicit detailed input on the city's needs, specific concerns and recommendations for the future vision of Birmingham. While many board/commission/committee members may have participated individually in one or more of the public engagement activities noted above, at this time the city is asking each group to participate together as a board in the review of the first draft of the master plan, entitled "The Birmingham Plan" and provide collective comments. Specifically, the city requests that each group review the draft plan with regard to all concepts, findings and recommendations within the scope of their review authority and use their specific experience and expertise in this area to provide collective comments. Therefore, the BSD recommends approving a resolution to create an ad-hoc Master Plan Review committee comprised of BSD committee heads and the executive committee to review "The Birmingham Plan." After review, the ad-hoc BSD Master Plan Review committee will provide its feedback to the BSD Board of Directors for approval at the May board meeting.

### **Suggested Action:**

**To approve a resolution to create an Ad-hoc Master Plan Review Committee comprised of the BSD's four sub-committee heads and executive committee to review the city's draft of The Birmingham Plan and develop suggested comments for the Board's review.**

## CITY BOARD/COMMITTEE ATTENDANCE RECORD

Name of Board:        Birmingham Shopping District

Year:    2019

Members Required for Quorum:        7

MEMBER NAME	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	SPEC MTG	SPEC MTG	Total Mtgs. Att.	Total Absent	Percent Attended Available
<b>REGULAR MEMBERS</b>																	
Richard Astrein	P	A													1	1	50%
Samy Eid	P	P													2	0	100%
Doug Fehan	P	P													2	0	100%
Geoffrey Hockman	P	P													2	0	100%
Zachary Kay	P	P													2	0	100%
Jessica Lundberg	P	A													1	1	50%
Amy Pohlod	P	P													2	0	100%
Steve Quintal	A	P													1	1	50%
Bill Roberts	P	P													2	0	100%
Judy Solomon	A	P													1	1	50%
Sam Surnow	A	P													1	1	50%
Joe Valentine	P	P													1	0	100%
Reserved															0	0	#DIV/0!
Reserved															0	0	#DIV/0!
Present or Available	9	10	0	0	0	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

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Department Head Signature



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

**BSD COMMITTEES**  
**MONTHLY MEETING SCHEDULE**  
**MARCH 2020**

**BSD BOARD**

**THURSDAY 3/5 @ 8:00 AM – COMMUNITY HOUSE**

**MAINTENANCE/CAPITAL IMPROVEMENTS**

**TUESDAY 3/10 @ 8:30 AM – CITY HALL**

**SPECIAL EVENTS**

**FRIDAY 3/13 @ 8:30 AM – CITY HALL**

**MARKETING/ADVERTISING**

**THURSDAY 3/12 @ 8:30 AM – CITY HALL**

**BUSINESS DEVELOPMENT**

**THURSDAY 3/26 @ 8:30 AM – CITY HALL**

**EXECUTIVE**

**TUESDAY 3/3 @ 8:00 AM – CITY HALL**

**QUARTERLY COMMITTEE HEAD**

**WEDNESDAY 3/25 @ 8:30 AM – CITY HALL**

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

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

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