



The Shopping District

**Birmingham Shopping District Agenda
Friday, May 8, 2020 8:30 a.m.**

Join Zoom Meeting

<https://zoom.us/j/98250527602?pwd=eVB0WXY1RzdXeklTRzlxdlZzZTN2UT09>

Meeting ID: 982 5052 7602

Password: 303585

1. Call to order and Roll Call of Board
2. Recognition of Visitors
3. Approval of Minutes for April 15, 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
 - a. Resolution to approve BSD Amended Budget
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
Wednesday, April 15, 2020 - 9:00 a.m.
ZOOM Meeting

Minutes of the meeting of the Birmingham Shopping District Board held Wednesday, April 15, 2020, at 9:01 a.m. via ZOOM Meetings

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT: Eid, Solomon

ALSO PRESENT:

ADMINISTRATION: Tighe, Brook

2. RECOGNITION OF VISITORS

3. APPROVAL OF MINUTES

MOTION: Motion by Fehan, seconded by Astrein to approve the minutes dated March 5, 2020.

VOTE: Yeas, 10 Nays, 0 Absent, 2

4. BOARD MEMBER COMMENTS

Valentine shared that the Maple Road reconstruction project was approved by MDOT. The city is now working with lafrate to finalize the plans. It is expected that they will start on May 4th with erecting the barricades and bringing in equipment.

5. REPORTS

a. FINANCE REPORT – TIGHE

Tighe reported that the balance sheet shows a fund balance through the end of February of \$550,763. This is two-thirds of the way through the fiscal year. The revenue and expense report shows that we have spent 59% of our budget which is a little lower than anticipated.

Cash flow for the 8 months ending in February shows a \$500,000 variance in special assessments and \$100,000 variance in parking. This is primarily a timing issue. Bills for assessments were mailed out later than in previous year and had a March due date. There will be a large jump for that number in the next report due to the continued payments and a transfer of funds from the parking committee to help cover the cost of valet during construction which was made in March.

Ninety-one percent of the assessments have been collected to date. A reminder letter will be mailed before turning unpaid assessments over to Oakland County.

Astrein asked if late fees are going to be applied. Tighe responded that she was not sure but would check.

b. EXECUTIVE DIRECTOR REPORT - TIGHE

None

c. COMMITTEE REPORTS:

EXECUTIVE BOARD REPORT - HOCKMAN

Hockman explained that he wanted to bring the board up to date on what has transpired over the last several weeks. He shared that Tighe has been working diligently, and that this is a very difficult time, our businesses are being extremely challenged. So, we are working to develop a strategy by looking at our budget and seeing where funds can be reprogrammed to help businesses.

The executive committee met and would like to reallocate \$100,000 from the new budget which starts on July 1st. The goal is to expand existing programs or implement new programs to help businesses. The plan is to also use dollars from the fund balance for a total of \$200,000. Committee chairs are being asked to look at their budgets, meet with their committees and come back to the board with a plan.

Hockman continued that he understands that this is not static and recommendations and ideas will need to be flexible to help businesses get back on their feet. Construction programs are already planned which will help but they may need to be expanded into the fall.

SPECIAL EVENTS - ASTREIN

Astrein reported that Farmers Market is scheduled to open on Sunday, May 3rd. The tentative plan is to open with a limited drive-thru market selling pre-packaged produce. Tighe shared that she believes this will allow people to obtain fresh produce in a safe manner that will also keep staff safe.

Astrein explained that we are not sure what will happen for Movie Nights yet. There is a possibility that they may need to be cancelled or the dates may need to be changed. Day on the Town is still scheduled and the Woodward Dream Cruise and Birmingham Cruise Event are still planned.

We may also look into a small Back in Business event.

MARKETING & ADVERTISING - POHLOD

Pohlod updated the board that the web design RFPs have been reviewed and the committee is ready to have conversations with a few of the vendors. This process is now on hold.

MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL

The appreciation luncheon for the DPS crew is on hold a new date will be scheduled when possible.

Tighe shared that construction signs have been printed and are at DPS ready to be hung.

Quintal shared that planters and hanging baskets are ready. They will be placed when the okay is given. He also reported that options for snow removal will need to be discussed.

BUSINESS DEVELOPMENT - SURNOW

Surnow shared that the current situation has thrown everyone for a loop. The first objective is to see what resources are available. The big focus is on business retention while still working on recruitment – Cindy is still working. We are looking at what we can do to help right now.

Tighe explained that we have been pushing out information for all of the government assistance programs and working with Oakland County on some of their grants. Tighe is the point person for Birmingham to help evaluate the applications. Our portion of Oakland County has been allotted approximately \$200,000 for grants and another \$200,000 for loans. She also mentioned that staff has been reaching out to all businesses.

d. PARKING REPORT - ASTREIN

Astrien reported that the city has not been charging for monthly parking permits since March. There is also currently no charge for parking meters in the city. Valentine added that they are looking at extending the no charge for parking in the city after businesses reopen.

e. CHAMBER REPORT – BAUMAN

There was no report from the Chamber.

f. COMMUNITY HOUSE REPORT

There was no report from The Community House.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Fehan, seconded by Astrein to approve the vouchers, as submitted, dated April 15, 2020.

VOTE: Yeas, 10 Nays, 0 Absent, 2

7. UNFINISHED BUSINESS

8. NEW BUSINESS

9. INFORMATION

a. Retail Activity

b. Announcements

c. Letters, Board Attendance & Monthly Meeting Schedule

10. PUBLIC COMMENTS

Astrein asked if construction on the N. Old Woodward parking structure is continuing. Valentine answered that yes, the work on the parking structure is on-going.

Hockman asked committee chairs to look at their budgets and work on a plan. The board may reconvene in a couple of weeks to approve budget changes. We want to be ready when businesses are able to reopen.

11. ADJOURNMENT – 9:30 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	1,064,485.18
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	94,642.98
247-000.000-048.0884	PSD 2018-2019 DELQ	2,115.53
Total Assets		1,177,471.69
*** Liabilities ***		
247-000.000-200.0000	SUSPENSE ACCOUNT	180.54
247-000.000-202.0000	ACCOUNTS PAYABLE	90,783.60
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	94,642.98
247-000.000-367.0800	DEFER. INFLOWS - DELQ SPECIAL ASSE	2,115.53
Total Liabilities		204,250.65
*** 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		293,022.24
Ending Fund Balance		973,221.04
Total Liabilities And Fund Balance		1,177,471.69

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 03/31/2020

GL NUMBER	DESCRIPTION	2019-20 ORIGINAL BUDGET	2019-20 AMENDED BUDGET	ACTIVITY FOR MONTH 03/31/20	YTD BALANCE 03/31/2020	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 247 - PRINCIPAL SHOPPING DISTRICT								
Revenues								
Dept 000.000								
USE OF FUND BALANCE								
247-000.000-400.0000	APPROP FUND BAL/RET EARN	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	125,000.00	150,000.00	0.00	0.00	100.00
CHARGES FOR SERVICES								
		150,000.00	150,000.00	125,000.00	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	624.31	5,433.85	0.00	8,266.15	39.66
INTEREST AND RENT								
		13,700.00	13,700.00	624.31	5,433.85	0.00	8,266.15	39.66
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	421,600.88	956,713.90	0.00	(956,713.90)	100.00
SPECIAL ASSESSMENTS								
		1,054,970.00	1,054,970.00	421,600.88	976,125.60	0.00	78,844.40	92.53
OTHER REVENUE								
247-000.000-676.0001	CONTR FROM PRIVATE SOURCE	190,000.00	190,000.00	2,000.00	188,001.96	0.00	1,998.04	98.95
OTHER REVENUE								
		190,000.00	190,000.00	2,000.00	188,001.96	0.00	1,998.04	98.95
Total Dept 000.000								
		1,504,990.00	1,522,370.00	549,225.19	1,319,561.41	0.00	202,808.59	86.68
TOTAL REVENUES								
		1,504,990.00	1,522,370.00	549,225.19	1,319,561.41	0.00	202,808.59	86.68
Expenditures								
Dept 298.000 - PUBLIC RELATIONS								
PERSONNEL SERVICES								
247-298.000-702.0001	SALARIES & WAGES DIRECT	31,030.00	33,010.00	2,604.00	25,181.89	0.00	7,828.11	76.29
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	195.21	1,887.85	0.00	582.15	76.43
247-298.000-706.0002	HOSPITALIZATION	11,090.00	11,090.00	426.18	4,048.59	0.00	7,041.41	36.51
247-298.000-706.0007	WORKER'S COMPENSATION	100.00	110.00	8.21	79.31	0.00	30.69	72.10
247-298.000-706.0012	RETIREMNT-DEF CONTR EMPLR	2,990.00	3,060.00	247.38	2,392.24	0.00	667.76	78.18
247-298.000-706.0013	RET HLTH SVGS CONTR EMPLR	690.00	690.00	70.00	664.98	0.00	25.02	96.37
PERSONNEL SERVICES								
		48,760.00	50,880.00	3,550.98	34,254.86	0.00	16,625.14	67.32
Total Dept 298.000 - PUBLIC RELATIONS								
		48,760.00	50,880.00	3,550.98	34,254.86	0.00	16,625.14	67.32
Dept 441.005 - DOWNTOWN MAINTENANCE								
PERSONNEL SERVICES								
247-441.005-702.0001	SALARIES & WAGES DIRECT	54,210.00	54,210.00	2,534.76	36,288.54	0.00	17,921.46	66.94
247-441.005-702.0002	OVERTIME PAY	24,200.00	24,200.00	1,753.12	20,973.53	0.00	3,226.47	86.67
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	317.82	4,295.13	0.00	1,904.87	69.28

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 03/31/2020

GL NUMBER	DESCRIPTION	2019-20 ORIGINAL BUDGET	2019-20 AMENDED BUDGET	ACTIVITY FOR MONTH 03/31/20	YTD BALANCE 03/31/2020	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	1,131.54	10,353.25	0.00	26.75	99.74
247-441.005-706.0003	LIFE INSURANCE	200.00	200.00	16.58	177.01	0.00	22.99	88.51
247-441.005-706.0004	RETIRE CONTRIB HEALTH	12,500.00	12,500.00	885.27	8,239.94	0.00	4,260.06	65.92
247-441.005-706.0005	DENTAL/OPTICAL	840.00	840.00	49.54	531.26	0.00	308.74	63.25
247-441.005-706.0006	LT/ST DISABILITY	610.00	610.00	37.56	431.84	0.00	178.16	70.79
247-441.005-706.0007	WORKER'S COMPENSATION	1,500.00	1,500.00	75.39	1,216.75	0.00	283.25	81.12
247-441.005-706.0010	RETIREMENT EMPLOYER CNTB	9,570.00	9,570.00	577.70	5,656.09	0.00	3,913.91	59.10
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	(2,102.66)	894.75	0.00	1,165.25	43.43
247-441.005-706.0013	RET HLTH SVGS CONTR EMPLR	1,010.00	1,010.00	92.40	1,041.74	0.00	(31.74)	103.14
PERSONNEL SERVICES		123,740.00	123,740.00	5,369.02	90,260.21	0.00	33,479.79	72.94
OTHER CHARGES								
247-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	43,000.00	43,000.00	2,276.60	26,859.01	0.00	16,140.99	62.46
OTHER CHARGES		43,000.00	43,000.00	2,276.60	26,859.01	0.00	16,140.99	62.46
Total Dept 441.005 - DOWNTOWN MAINTENANCE								
		166,740.00	166,740.00	7,645.62	117,119.22	0.00	49,620.78	70.24
Dept 748.000 - PRINCIPAL SHOPPING DISTRICT								
PERSONNEL SERVICES								
247-748.000-702.0001	SALARIES & WAGES DIRECT	215,130.00	228,300.00	17,003.89	164,443.01	0.00	63,856.99	72.03
247-748.000-706.0001	FICA	16,460.00	17,470.00	1,239.88	12,082.78	0.00	5,387.22	69.16
247-748.000-706.0002	HOSPITALIZATION	43,930.00	43,930.00	3,378.62	32,072.87	0.00	11,857.13	73.01
247-748.000-706.0003	LIFE INSURANCE	950.00	950.00	72.34	687.23	0.00	262.77	72.34
247-748.000-706.0004	RETIRE CONTRIB HEALTH	5,620.00	5,620.00	467.67	4,209.03	0.00	1,410.97	74.89
247-748.000-706.0005	DENTAL/OPTICAL	2,010.00	2,180.00	167.08	1,587.21	0.00	592.79	72.81
247-748.000-706.0006	LT/ST DISABILITY	880.00	960.00	73.36	696.86	0.00	263.14	72.59
247-748.000-706.0007	WORKER'S COMPENSATION	680.00	720.00	83.81	814.52	0.00	(94.52)	113.13
247-748.000-706.0010	RETIREMENT EMPLOYER CNTB	3,380.00	3,380.00	281.67	2,535.03	0.00	844.97	75.00
247-748.000-706.0012	RETIREMNT-DEF CONTR EMPLR	9,280.00	10,070.00	774.26	7,355.45	0.00	2,714.55	73.04
247-748.000-706.0013	RET HLTH SVGS CONTR EMPLR	1,820.00	1,820.00	140.00	1,330.00	0.00	490.00	73.08
PERSONNEL SERVICES		300,140.00	315,400.00	23,682.58	227,813.99	0.00	87,586.01	72.23
OTHER CHARGES								
247-748.000-801.0200	LEGAL SERVICES	3,000.00	3,000.00	269.79	3,812.25	0.00	(812.25)	127.08
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	10,900.00	0.00	139,100.00	7.27
247-748.000-829.0100	SNOW REMOVAL CONTRACT	59,000.00	59,000.00	19,652.34	69,437.19	0.00	(10,437.19)	117.69
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	950.37	0.00	799.63	54.31
247-748.000-901.0400	MARKETING & ADVERTISING	250,000.00	250,000.00	55,367.78	169,208.17	0.00	80,791.83	67.68
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	4,918.33	56,620.12	0.00	43,379.88	56.62
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	442.15	192,884.47	0.00	7,115.53	96.44
247-748.000-933.0200	EQUIPMENT MAINTENANCE	1,200.00	1,200.00	0.00	773.14	0.00	426.86	64.43
247-748.000-935.0200	MAINTENANCE SHOPPING DIST	100,000.00	100,000.00	7,299.16	46,815.07	0.00	53,184.93	46.82
247-748.000-942.0000	COMPUTER EQUIPMENT RENTAL	19,560.00	19,560.00	1,630.00	14,670.00	0.00	4,890.00	75.00
247-748.000-944.0000	BUILDING OR FACILITY RENT	12,000.00	12,000.00	1,000.00	9,000.00	0.00	3,000.00	75.00
247-748.000-955.0100	TRAINING	1,000.00	1,000.00	0.00	0.00	0.00	1,000.00	0.00
247-748.000-955.0300	MEMBERSHIP & DUES	1,600.00	1,600.00	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 03/31/2020

GL NUMBER	DESCRIPTION	2019-20	2019-20	ACTIVITY FOR	YTD BALANCE	ENCUMBERED	UNENCUMBERED	% BDGT
		ORIGINAL BUDGET	AMENDED BUDGET	MONTH 03/31/20	03/31/2020	YEAR-TO-DATE	BALANCE	USED
Fund 247 - PRINCIPAL SHOPPING DISTRICT								
Expenditures								
247-748.000-957.0400	LIAB INSURANCE PREMIUMS	4,500.00	4,500.00	375.00	3,375.00	0.00	1,125.00	75.00
OTHER CHARGES		982,850.00	982,850.00	91,156.53	645,193.96	0.00	337,656.04	65.65
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	187.28	1,891.68	0.00	1,608.32	54.05
SUPPLIES		6,500.00	6,500.00	187.28	2,157.14	0.00	4,342.86	33.19
Total Dept 748.000 - PRINCIPAL SHOPPING DISTRICT		1,289,490.00	1,304,750.00	115,026.39	875,165.09	0.00	429,584.91	67.08
TOTAL EXPENDITURES		1,504,990.00	1,522,370.00	126,222.99	1,026,539.17	0.00	495,830.83	67.43
Fund 247 - PRINCIPAL SHOPPING DISTRICT:								
TOTAL REVENUES		1,504,990.00	1,522,370.00	549,225.19	1,319,561.41	0.00	202,808.59	86.68
TOTAL EXPENDITURES		1,504,990.00	1,522,370.00	126,222.99	1,026,539.17	0.00	495,830.83	67.43
NET OF REVENUES & EXPENDITURES		0.00	0.00	423,002.20	293,022.24	0.00	(293,022.24)	100.00

PRINCIPAL SHOPPING DISTRICT
CASH FLOW
FOR THE MONTH OF MARCH 2020

<u>DESCRIPTION</u>	<u>PROJECTED</u>	<u>ACTUAL</u>	<u>VARIANCE</u>
BEGINNING CASH BALANCE	\$ 1,122,734	\$ 569,990	\$ (552,744)
CASH RECEIPTS:			
Special Assessments	10,549	421,601	411,052
Interest Income	1,170	624	(546)
Gift Certificates In	-	-	-
Advisory Parking Committee	-	125,000	125,000
Special Event Revenue	<u>10,280</u>	<u>2,000</u>	<u>(8,280)</u>
Sub-total cash receipts	21,999	549,225	527,226
CASH DISBURSEMENTS:			
OFFICE DISBURSEMENTS			
PSD Personnel Costs	22,990	23,683	(693)
727.0000 Postage	-	-	-
729.0000 Supplies	280	135	145
801.0200 Legal	250	446	(196)
802.0100 Audit	-	-	-
811.0000 Other Contractual Service	-	-	-
933.0200 Equipment Maintenance	300	-	300
851.0000 Telephone	140	102	38
955.0100 Training	90	-	90
955.0300 Memberships & Dues	-	-	-
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	27,055	27,371	(316)
PROGRAM DISBURSEMENTS			
DPS Downtown Maintenance	6,050	7,646	(1,596)
Promotion Personnel Costs	3,810	3,551	259
Gift Certificates Out	100	125	(25)
828.03 Valet Services	33,750	100	33,650
829.0100 Snow Removal	9,834	9,826	8
935.0200 Maintenance PSD	9,700	-	9,700
901.0400 Marketing & Advertising	15,000	3,650	11,350
901.0500 Public Relations	-	-	-
903.0000 Tenant Recruitment	8,330	2,083	6,247
909.0000 Special Events	-	378	(378)
904.0000 PSD Magazine	-	-	-
829.0200 Web Site Maintenance	<u>1,650</u>	<u>-</u>	<u>1,650</u>
Sub-total Program Disbursements	<u>88,224</u>	<u>27,359</u>	<u>60,865</u>
Total Disbursements	115,279	54,730	60,549
INCREASE (DECREASE) IN CASH BALANCE	<u>(93,280)</u>	<u>494,495</u>	<u>587,775</u>
ENDING CASH BALANCE	<u>\$ 1,029,454</u>	<u>\$ 1,064,485</u>	<u>\$ 35,031</u>

PRINCIPAL SHOPPING DISTRICT
ACTUAL CASH FLOW
FOR THE NINE MONTHS ENDED MARCH 2020

	DESCRIPTION	PROJECTED	ACTUAL	VARIANCE
	BEGINNING CASH BALANCE	\$ 701,503	\$ 701,503	\$ -
	CASH RECEIPTS:			
	Special Assessments	1,091,751	1,002,694	(89,057)
	Interest Income	5,070	5,435	365
	Gift Certificates In	1,000	100	(900)
	Advisory Parking Committee	150,000	150,000	-
	Special Event Revenue	<u>172,730</u>	<u>189,727</u>	<u>16,997</u>
	Sub-total cash receipts	1,420,551	1,347,956	(72,595)
	CASH DISBURSEMENTS:			
	OFFICE DISBURSEMENTS			
	PSD Personnel Costs	231,170	238,689	(7,519)
727.0000	Postage	1,600	265	1,335
729.0000	Supplies	2,660	1,709	951
801.0200	Legal	2,250	4,363	(2,113)
802.0100	Audit	740	742	(2)
811.0000	Other Contractual Service	-	100	(100)
933.0200	Equipment Maintenance	900	773	127
851.0000	Telephone	1,300	1,052	248
955.0100	Training	750	-	750
955.0300	Memberships & Dues	960	1,497	(537)
955.0400	Conferences & Workshops	2,500	621	1,879
942.0000	Computer Equipment Rental	14,670	14,670	-
957.0400	Liability Insurance	3,375	3,375	-
944.0000	Building Rent	<u>9,000</u>	<u>9,000</u>	<u>-</u>
	Sub-total Office Disbursements	271,875	276,856	(4,981)
	PROGRAM DISBURSEMENTS			
	DPS Downtown Maintenance	132,310	123,143	9,167
	Promotion Personnel Costs	37,330	35,902	1,428
	Gift Certificates Out	800	1,900	(1,100)
828.03	Valet Services	48,750	10,800	37,950
829.0100	Snow Removal	49,170	49,784	(614)
935.0200	Maintenance PSD	72,600	47,458	25,142
901.0400	Marketing & Advertising	194,000	123,542	70,458
901.0500	Public Relations	7,000	4,382	2,618
903.0000	Tenant Recruitment	74,970	62,010	12,960
909.0000	Special Events	155,000	189,076	(34,076)
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>820,725</u>	<u>708,118</u>	<u>112,607</u>
	Total Disbursements	1,092,600	984,974	107,626
	INCREASE (DECREASE) IN CASH BALANCE	<u>327,951</u>	<u>362,982</u>	<u>35,031</u>
	ENDING CASH BALANCE	<u>\$ 1,029,454</u>	<u>\$ 1,064,485</u>	<u>\$ 35,031</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	959,460	836,439	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	-	10,000	-	966,715
Special Assessments	3,644	22,924	1,040	1,663	-	6,091	156,851	388,880	421,601	-	21,314	-	1,024,008
Interest Income	(68)	1,407	815	773	566	634	371	313	624	1,070	960	820	8,285
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	12,000	4,120	1,150	206,997
Sub-total cash receipts	21,922	40,701	17,346	28,441	102,748	18,569	171,903	397,101	549,225	13,070	26,394	3,470	1,390,890
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	22,990	22,990	22,990	307,659
727.00 Postage	-	-	-	-	-	-	265	-	-	400	400	600	1,665
729.00 Supplies	105	114	62	53	194	48	600	398	135	280	280	280	2,549
801.02 Legal	821	282	504	422	446	903	539	-	446	250	250	250	5,113
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	150	150	150	1,502
955.01 Training	-	-	-	-	-	-	-	-	-	80	80	90	250
955.03 Memberships & Dues	-	-	575	250	295	-	130	247	-	270	370	-	2,137
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	27,425	27,925	27,765	359,971
PROGRAM DISBURSEMENTS													
DPS Downtown Maintenance	17,341	27,260	17,110	14,744	10,360	10,860	10,361	7,461	7,646	6,050	6,050	22,330	157,573
Promotion Personnel Costs	3,260	4,849	3,248	3,505	3,517	5,178	5,243	3,551	3,551	3,810	3,810	3,810	47,332
Gift Certificates Out	-	875	-	375	-	475	-	50	125	100	100	100	2,200
828.03 Valet Services	-	-	-	-	-	500	10,100	100	100	33,750	33,750	33,750	112,050
829.01 Snow Removal	-	-	-	-	9,826	9,826	9,826	10,480	9,826	9,830	-	-	59,614
935.02 Maintenance PSD	7,489	26,559	683	10,010	2,318	210	189	-	-	7,800	9,800	9,800	74,858
901.04 Marketing & Advertising	6,008	14,789	18,680	5,971	11,709	13,027	15,532	34,176	3,650	20,000	20,000	16,000	179,542
901.05 Public Relations	-	2,000	-	807	-	75	-	1,500	-	1,000	1,000	1,000	7,382
903.00 Tenant Recruitment	8,914	6,658	4,231	2,763	4,251	10,649	18,502	3,959	2,083	8,330	8,330	8,370	87,040
909.00 Special Events	11,221	27,244	9,276	2,046	16,072	91,372	28,918	2,549	378	-	37,000	8,000	234,076
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	90,670	121,490	103,160	1,023,438
Total Disbursements	81,426	167,933	96,273	78,793	100,438	176,758	137,185	91,438	54,730	118,095	149,415	130,925	1,383,409
INCREASE (DECREASE) IN CASH BALANCE	(59,504)	(127,232)	(78,927)	(50,352)	2,310	(158,189)	34,718	305,663	494,495	(105,025)	(123,021)	(127,455)	7,481
ENDING CASH BALANCE	641,999	514,767	435,840	385,488	387,798	229,609	264,327	569,990	1,064,485	959,460	836,439	708,984	708,984



Special Events Committee

April 22, 2020

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

Staff: Tighe, Brook, Okoniewski

1. Welcome and Introductions

PRESENT: Astrein, Fehan, Hussey, Kay, Pohlod,

ABSENT: Knight, Solomon

ADMINISTRATION: Tighe, Brook, Okoniewski

2. Upcoming Events

a. Farmers Market – Opening Day May 3rd

- i. The Farmers Market will be opening with a modified format. Only farmers with food products have been invited to participate in a drive-through market.
- ii. The committee will continue to monitor the situation to see when we will be able to expand the offerings available at the market.

b. Movie Nights

- i. The committee decided to cancel the June and July Movie Nights.
- ii. A final decision has not been made about the August Movie Night yet.

c. Day on the Town

- i. Although the format of the event may 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

NEXT MEETING: TBD

2019-20 Budget: \$200,000

Remaining balance after May vouchers: \$7,556



The Shopping District

Marketing & Advertising Committee Meeting

April 17, 2020

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

Staff: Tighe, Gamboa

1. Welcome and Introductions

PRESENT: Champagne, Kay, Lundberg, Pohlod

ABSENT: Benkert, Darakjian, Eid, Knight

ADMINISTRATION: Gamboa, Tighe

VISITORS:

2. Marketing Budget

The committee reviewed the marketing budget and discussed ways to cut costs so that funds can be allocated toward a relief fund to help businesses during and after the COVID-19 pandemic. The group discussed both short- and long-term goals, with a strong emphasis on how to allocate funds in the next fiscal year (July 1, 2020 through June 30, 2021). Ideas for cutting costs and reallocating funds include:

- Forgoing the 2020-2021 edition of the Birmingham Magazine and instead allocating some of those funds toward a series of promotional videos to use on the BSD's website and social media, and/or creating a 10 page Birmingham insert to be included in the November edition of SEEN Magazine.
- Less TV commercials during the holidays.
- Using funds to help businesses advertise – BSD to subsidize ad placements
- Using funds to distribute Birmingham Quarantine Cash to encourage people to come back to Birmingham to dine and shop once it is safe to do so.
- Cut back on Farmers Market advertising (it is a well-established event).

3. BSD Website

The committee would like to move forward with redesigning the BSD's website. Committee and staff members will conduct interviews in the coming weeks.

NEXT MEETING: Thursday, May 21, 2020

Marketing 2019-20 Budget: \$150,000

Remaining balance after May vouchers: \$14,896

Construction 2019-20 Budget: \$100,000

Remaining balance after May vouchers: \$45,935

Magazine 2019-20 Budget: \$60,000

Remaining balance after May vouchers: \$619



The Shopping District

Maintenance/Capital Improvement Committee

May 12, 2020

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

Staff: Tighe, Wood, Laird, McGaughey, Jurek

1. Welcome and Introductions:

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

ABSENT:

ADMINISTRATION: Tighe, Wood, Laird, McGaughey, Jurek

2. COVID19 Relief Efforts

- a. The committee met to discuss programs and initiatives to support businesses downtown during the COVID19 pandemic. They determined essential services that must continue and where the committee could reallocate some of it's budget toward COVID-19 relief efforts.
- b. The committee determined it will continue with the planters and hanging flower baskets.
- c. The committee decided to continue to support the holiday lighting program.
- d. The committee also decided to trim the snow removal contract in half providing 10 weeks of snow removal service during peak times of the year.

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: TBD

2019-20 Budget: \$100,000

Remaining balance May vouchers: \$50,370

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

Remaining balance after May vouchers: \$43



The Shopping District

Business Development Committee Meeting April 20, 2020

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

Staff: Tighe

1. Welcome and Introductions

PRESENT: Surnow, Hockman, Quintal, McKenzie, Ciura

ABSENT:

ADMINISTRATION: Tighe

2. Retention and growth

- a. The committee met to discuss programs and initiatives to support businesses downtown during the COVID19 pandemic. They determined essential services that must continue and where the committee could reallocate some of it's budget toward COVID-19 relief efforts.
- b. Retention of BSD businesses is essential. Therefore, the committee supports putting money toward "Quarantine Cash" gift certificates to be mailed out to loyal BSD customers to incentivize them to shop and take out food from our downtown businesses.
- c. The committee also identified that some funds should go to help businesses obtain equipment and supplies such as masks, gloves, etc.
- d. The committee would also like to determine whether there is the possibility of obtaining philanthropic or individual donations towards a small business relief fund.

3. Tenant recruitment process

- a. It is essential to double down on our recruitment efforts and attract new retailers to town.

4. Maple Road Reconstruction

- a. The BSD will move forward with initiatives to support businesses during construction. These items include regular merchant meetings, pro bono professional speakers, and aggressively recruiting new businesses to Birmingham.

NEXT MEETING: TBD

2019-20 Budget: \$100,000

Remaining after May vouchers: \$56,262

	Code Name	Status	SF	Priority	Notes
1	Women's apparel 11	Lease signed		A	Store opened
2	Women's apparel 2	Lease signed	1800-1800	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	Womens 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

MAY 2020

Office Occupancy Rate 88%

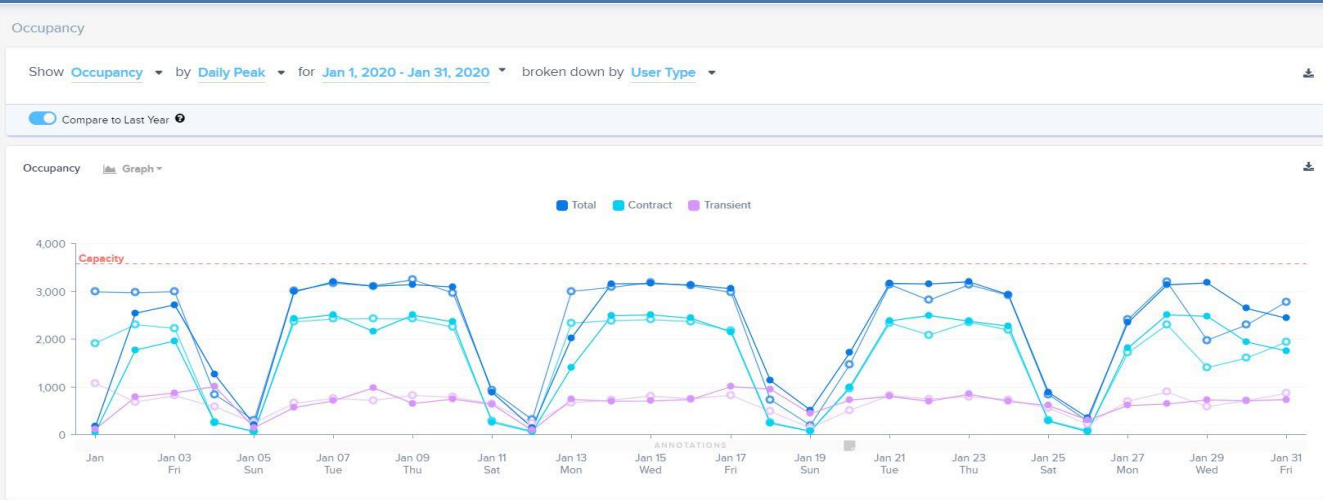
Retail Occupancy Rate 96%

Name of Business	Property Address	Street Name	Notes	Date of notification	Scheduled to Open/Moved/Closed/Opened in last 12 months
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
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 – January 2020

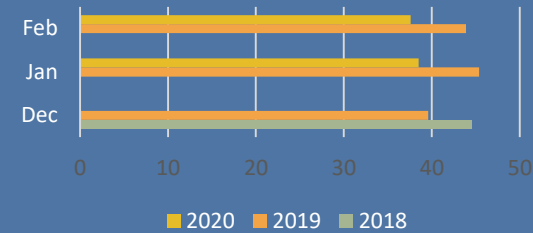
Parking Garages

OCCUPANCY

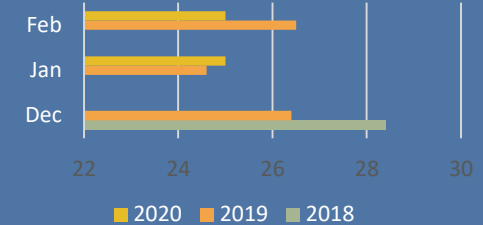


Parking Meters

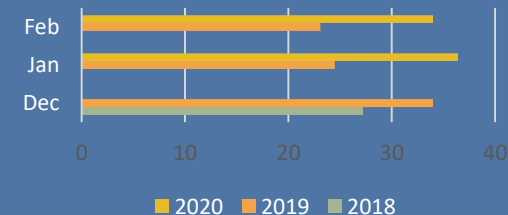
Coin



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:** 05/08/2020

Early Release	Vendor	Description	Account	Amount
	ART/DESIGN GROUP LTD	ARTWORK AND PRINT FOR CONSTRUCTION SIGNS AND BSD RECOGNITION PLAQUES	MARKETING & ADVERTISING	2,008.00
	BEIER HOWLETT P.C.	MISC LEGAL FEES	LEGAL SERVICES	410.55
	CC CONSULTING LLC	APRIL RETAIL RECRUITER RETAINER	TENANT RECRUITMENT	2,501.13
	COSTAR REALTY INFORMATION, INC	ONLINE RETAIL RECRUITMENT	TENANT RECRUITMENT	680.00
	ELLEN YERKS	FARM THEMED FACE CUT OUT PICTURE MURAL FOR BFM	SPECIAL EVENTS	200.00
	GACO SOURCING	50 BOXES OF MASKS	TENANT RECRUITMENT	2,000.00
	OFFICE DEPOT INC	MISC OFFICE SUPPLIES	OPERATING SUPPLIES	44.77
	RENAISSANCE MEDIA SOLUTIONS	CONSTRUCTION ADVERTISING	MARKETING & ADVERTISING	500.00
	TURNER SANITATION, INC	PORTA POTTIES AT BFM MAY	SPECIAL EVENTS	195.00
	UTEC	QUARTERLY CONTRACT 3/26 - 6/25	EQUIPMENT MAINTENANCE	220.52
*	MOMMY NETWORK OF MICHIGAN	HOLIDAY, WINTER MARKT AND REST WEEK ADV	MARKETING & ADVERTISING	3,425.00
Total:				\$ 12,184.97

Journal Entries

Dog Waste Depot	\$ 188.70
City Credit Card - Annual subscription to Survey Monkey	300.00
Home Depot - materials for store signs during construction	54.90
ACT! - annual subscription for BSD database	1,440.00
Dornbos Sign - no parking sign lot 6 for BFM season	92.80
Verizon - Jaimi & Ingrid cell phone	101.98
Total Journal Entries	\$ 2,178.38
TOTAL VOUCHERS AND JOURNAL ENTRIES	\$ 14,363.35

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

Board Chair_____**Date**_____



MEMORANDUM

DATE: May 8, 2020

TO: Birmingham Shopping District Board

FROM: Ingrid Tighe, Executive Director

SUBJECT: New Business Item 8A Resolution to approve BSD Amended Budget

The BSD Board and committees have reviewed BSD programs and initiatives identifying essential services that must continue in the next year and developed relief initiatives to assist our downtown businesses during the COVID-19 pandemic. The four BSD committees collaborated to develop the attached recommended amendment to the 2020-2021 budget by reallocating \$109,000 for COVID Relief programs and authorizing a contingency account of \$75,000 for COVID Programs. The Executive Committee would be authorized to approve funding from the Contingency Account as may be required between regularly scheduled Board meetings to assist downtown businesses during the COVID-19 pandemic. In addition to the amended budget, the attachment to this memo lays out each committee's recommended programming for the next year. The BSD recommends passing the resolution to adopt the COVID-19 business relief initiatives and the amended budget.

Suggested Action:

To approve the resolution to adopt the BSD COVID19 business relief initiatives and amended budget in support of these efforts.

2020 COVID19 Budget Goals:

Continue to provide essential services
Provide programming that directly supports downtown businesses
Provide **BOLD** programming that will “move the needle” for businesses
Remain flexible with use of funding in next year

2020 COVID19 Budget Objectives:

Reallocate \$50,000 of current budget to “Quarantine Cash”
Reallocate \$50,000 of current funds to small business relief and expanded marketing efforts

	30 days	90 days	180 days
Business Development Retention	<i>Quarantine Cash</i> <i>Small Biz Kits (masks, gloves, etc.)</i> Professional Speakers (Pro bono)	<i>Small Business Assistance Fund??</i> Professional Speakers (Pro bono)	Professional Speakers (Pro bono)
Biz Dev Attraction	Retail Attraction	Retail Attraction	Retail Attraction
Marketing	Social Media digital marketing	Website redesign <i>videos highlighting downtown businesses</i> re-evaluate magazine in June 2020	holiday marketing campaign
Maintenance	Planters Flower baskets		snow removal contract for 10 weeks Holiday lighting
Events	Drive through Farmers Market <i>“Back to Birmingham” shopping and restaurant promotion</i>	Patio and Park dining “Night on the Town” Exercise classes in parks Birmingham Cruise	Winter Market Restaurant Week
* <i>Italicized initiatives indicates COVID19 programs being paid for with \$100,000 in reallocated funds</i>			

	2019-20 BUDGET	2020-21 BUDGET
	MAPLE RD CONSTRUCTION	
DESCRIPTION		
CHARGES TO AUTO PARKING SYSTEM	150,000	25,000
FUTURE SPECIAL ASSESSEMENTS - PSD	1,030,928	1,030,929
PSD SPEC ASSESS REVENUE 2018-2019	24,040	24,040
CONTR FROM PRIVATE SOURCE	170,000	70,000
TOTAL ESTIMATED REVENUES	1,388,668	1,163,669
PARKING VALET SERVICES	15,000	15,000
CONSTRUCTION VALET	135,000	
SNOW REMOVAL CONTRACT	59,000	30,000
SNOW REMOVAL REALLOCATION TO COVID19 RELIEF		29,000
MARKETING & ADVERTISING	150,000	115,000
MARKETING REALLOCATION TO COVID19 RELIEF		35,000
CONSTRUCTION MARKETING	100,000	
TENANT RECRUITMENT	100,000	75,000
TENANT RECRUITMENT REALLOCATION TO COVID19 RELIEF		25,000
PRINTING PSD MAGAZINE	60,000	60,000
SPECIAL EVENTS	200,000	190,000
SPECIAL EVENTS REALLOCATION TO COVID19 RELIEF		10,000
MAINTENANCE	70,000	60,000
MAINTENANCE REALLOCATION TO COVID19 RELIEF		10,000
CONSTRUCTION MAINTENANCE	30,000	
COVID19 CONTINGENCY FUND		75,000
TOTAL APPROPRIATIONS	1,505,010	1,337,006
NET OF REVENUES/APPROPRIATIONS	(116,342)	(173,337)
BEGINNING FUND BALANCE		680,199
ENDING FUND BALANCE	680,199	506,862

Key:
Special Events Cmte
Maintenance Cmte
Biz Development
Marketing Cmte
Construction
Assumptions



MEMORANDUM

DATE: May 8, 2020

TO: Birmingham Shopping District Board

FROM: Ingrid Tighe, Executive Director

SUBJECT: New Business Item 8B Resolution to Support the City's Preliminary Economic Proposal

In anticipation of the State of Michigan allowing businesses to slowly and cautiously reopen in the near future, the city has put together an extensive, preliminary economic proposal to support downtown businesses, workers, and residents. The attached economic proposal lays out the detail of this preliminary plan. The BSD recommends supporting the city's preliminary economic proposal in anticipation of reopening the state to commerce.

Suggested Action:

To approve the resolution to support the City's preliminary economic proposals in anticipation of reopening the State to commerce.



MEMORANDUM

Office of the City Manager

DATE: May 7, 2020

TO: Birmingham Shopping District Board of Directors

FROM: Joseph A. Valentine, City Manager

SUBJECT: COVID-19 Assistance Initiatives

The challenges experienced from the COVID-19 pandemic have reached all facets of municipal operations and services. These challenges are also being experienced by our residents and businesses. To assist the community in the reopening of the State, the attached list of initiatives have been prepared for consideration as an initial step to mitigate the existing challenges that residents and businesses will face in an environment of lessened restrictions. The current Executive Order requiring individuals to stay home is expected to end on May 15th. This initial plan has been developed to be implemented in conjunction with this current order.

The Birmingham Shopping District Board is being asked to review and endorse this initial plan for recommendation to the City Commission on May 11th. Further discussions and initiatives are expected to continue given the absence of a vaccine will keep us in a COVID environment for possibly the next 12-18 months.

Suggested Resolution

To support the draft COVID Economic and Operational Assistance program and recommend approval to the City Commission.



COVID-19 Economic Assistance Initiatives

1. Delay invoicing and collection of Special Assessment Payments.

Suspend invoicing of current year special assessment bills for sidewalk, street, water and sewer lateral assessments until after January 1, 2021. This will delay of special assessment revenue would postpone collection from fiscal year 2019-2020 to 2020-2021.

Program Term: Through January 1, 2021

Economic Impact: \$163,500 est.

Funds Impacted	General	Major St.	Local St.	Water	Sewer
Fund Balance*	17,508,448	1,837,828	522,320	2,793,381	6,086,244

*Balances as of May 5, 2020

2. Waive penalties on delinquent water/sewer bills and special assessments/invoices rolled to taxes.

Per ordinance, delinquent bills rolled to the July tax bill would incur a 15% penalty. Waiving the penalty would cost the City approximately \$60,000 in revenue, mostly in the Water Fund. The penalty is found in five different ordinances: Chapter 94, Section 94-12; Chapter 90, Section 90-37; Chapter 118, Section 118-68 and Chapter 98, Section 98-68; Chapter 114, Section 114-303.

Program Term: Through January 1, 2021

Economic Impact: \$60,000 est.

Funds Impacted	General	Major St.	Local St.	Water	Sewer
Fund Balance	17,508,448	1,837,828	522,320	2,793,381	6,086,244

3. Waive penalty on delinquent water/sewer bills until January 1, 2021.

Per ordinance (Chapter 114, Section 114-300), customers have 30 days to pay their water/sewer bill after which a 1% penalty is added to their account each month it is delinquent. Due to the effects of the pandemic on timely mail delivery and personal income of our customers, it would be prudent to

waive the penalty until January 1, 2021. Waiving this penalty would cost the City approximately \$3,000-\$4,000 per month or approximately \$28,000-\$32,000 in the Water Fund for the 8 months being considered.

Program Term: Through January 1, 2021
Economic Impact: \$32,000 est.
Funds Impacted: Water Fund
Fund Balance: \$2,793,381

4. Waive annual fees for outdoor dining platforms.

In order to assist local restaurants struggling with the financial difficulties of the COVID-19 pandemic, the City will not charging permit fees for Outdoor Dining Permits for 2020. Outdoor Dining Permits are still required to be obtained from the City Clerk's Office, but no permit fees will be charged. For restaurants that have already paid the fee for 2020, a refund will be issued.

More than 30 applications have already been received with payment that could be refunded and there are approximately 40 or more business that could benefit from having outdoor dining fees waived. Waiving the fees for outdoor dining will offer some financial relief to our local restaurants and encourage business throughout the city.

Program Term: Through January 1, 2021
Economic Impact: \$9,800 est.
Funds Impacted: General Fund
Fund Balance: \$17,508,448

5. Waive fees for outdoor dining platform meter fees.

To further assist local restaurants, the City will not be charging for the use of metered on-street parking spaces for outdoor dining platforms in 2020. A valid license agreement for the use of public property is still required as part of the Outdoor Dining Permit to be obtained from the City Clerk's Office, but the daily fee for the use of metered on-street parking spaces will not be charged. For restaurants that have already paid for the use of on-street parking for the 2020 outdoor dining season, a refund will be issued.

Program Term: Through January 1, 2021
Economic Impact: \$44,500 est.
Funds Impacted: Automobile Parking Fund
Fund Balance: \$20,383,867

6. Waive annual fees for valet licenses.

This program will relieve some of the economic burden the local restaurants and bistros whose businesses have been severely affected by the COVID-19 pandemic. The liquor license renewal fee is \$350 per applicant.

Program Term: Through January 1, 2021
Economic Impact: \$15,600 est.
Funds Impacted: General Fund
Fund Balance: \$17,508,448

7. Waive liquor license renewal fees.

This program will relieve some of the economic burden the local restaurants and bistros whose businesses have been severely affected by the COVID-19 pandemic. The liquor license renewal fee is \$350 per applicant.

Program Term: Through January 1, 2021
Economic Impact: \$13,300 est.
Funds Impacted: General Fund
Fund Balance: \$17,508,448

8. Waive fees for temporary signage / eliminate temporary signage permits.

In order to assist local businesses struggling with the financial difficulties of the COVID-19 pandemic and to promote goods and services being offered under current public health orders, the City will not be requiring Sign Permits for Temporary Signs for all retail and commercial businesses that hold a valid Business License with the City of Birmingham. These businesses are permitted to post temporary signage relating to hours of operation, pick-up and delivery services and other specials offered during the COVID-19 pandemic through September 8, 2020 without a permit. All such temporary signage must comply with any size and placement standards as may be adopted by resolution of the City Commission. For businesses that applied for and obtained Sign Permits for Temporary Signs on or after March 16, 2020 related to COVID-19 that meet the parameters noted, a refund will be issued.

Program Term: Through September 8, 2020
Economic Impact: \$7,500 est.
Funds Impacted: General Fund
Fund Balances: \$17,508,448

9. Waive e-check fees for online payments.

Residents and businesses have the option to pay their bills online using the City's payment portal. When paying their bill, they have the option to pay by credit card or by an e-check and pay the related convenience fee. An e-check is basically an electronic check, whereby the person making the payment enters their bank routing number and account number and the funds are transferred from their bank to the City. Currently, the convenience fee for an e-check is \$3/transaction. If the City were to absorb this fee until June 30, 2021, it would cost the City approximately \$70 per month or approximately \$1,000 until the end of June 2021 based on current usage. By making this service free, it may encourage more people to use it, rather than using a paper method of payment. If this is the case, then the amount the City would absorb would be greater. Unfortunately, it would be cost prohibitive for the City to absorb the credit card convenience fee, so this is not recommended.

Program Term: Through June 30, 2021
Economic Impact: \$1,000 est.
Funds Impacted: General Fund
Fund Balance: \$17,508,448

10. Waive field/park/shelter rental fees.

When permitted to engage in group sports and social activities, it is proposed to waive fees for field and park rentals along with fees for shelter rentals through the end of the summer. This proposal may or may not be permitted based on future public health orders. Costs were developed based on what it would be for a full season of full fees.

Program Term: Through September 30, 2020
Economic Impact: \$16,000 est.
Funds Impacted: General Fund
Fund Balance: \$17,508,448

11. Waive access to BS&A records.

Currently, BS&A charges for access to public records, except for residents. Residents must create an account in order to use the service. If the City were to pay for the public records access, residents would not have to register to use the service making their information more accessible. In addition, companies like real estate offices and title companies would use this service more and reduce the amount of calls in the Treasury department. The annual cost of this service is approximately \$8,000.

Program Term: Indefinite
Economic Impact: \$8,000 per year

Funds Impacted:	General Fund
Fund Balance:	\$17,508,448

12. On-street parking.

The City will more aggressively promote and develop marketing to increase awareness and adoption of the ParkMobile parking application. Increased ParkMobile usage will reduce reliance on coin and credit card transactions thus reducing the need for individuals to physically touch the parking meter. High usage areas will be cleaned more frequently.

The cost to increase promotion that will be on-going from June through September is estimated at \$20,000 and will be done in cooperation with other City promotions.

A secondary initiative to provide free on-street parking after 5:00 p.m. would eliminate any competition for spaces during peak demand times and provide easier accessibility and a completely contact-free parking environment. Revenue generation is roughly \$180,000 per month and for free evening parking the cost would be roughly \$54,000 per month and \$162,000 for the three months.

Program Term:	Through September 1, 2020
Economic Impact:	\$182,000 est.
Funds Impacted:	Automobile Parking Fund
Fund Balance:	\$20,383,867

13. Waive fees in parking structures for public.

In an effort to encourage parking in the five municipal parking decks, the City will offer free parking in the decks from June 1 through September 1.

Staff evaluated last year revenue and the first quarter trend with respect to demand in each of the garages. The true financial impact will remain unknown until staff has actual parking demand data as businesses begin to come back on-line. The following financial impact estimate is based on past trends involving transient parking revenue and is expected to be between approximately \$185,000 per month from June 1 – September 1 (3 Months) for a total impact of \$555,000.

Program Term:	Through September 1, 2020
Economic Impact:	\$555,000 est.
Funds Impacted:	Automobile Parking Fund
Fund Balance:	\$20,383,867

14. Waive fees for monthly permit parking holders.

As businesses begin to come back on-line, the City will offer a period where no fees will be charged for monthly discount permit holders to help reduce financial burden as they work to rebuild their operations. The following financial impact estimate is based on total monthly permits currently issued that total \$224,000 per month from June 1 – September 1 (3 Months) for a total impact of \$672,000.

The City has not charged for monthly or transient parking in the garages since March 17, 2020. There have been no more than 30 vehicles in any of the five garages per day. The revenue lost compared to last year is \$409,000 per month, but this figure does not represent an actual loss due to a free parking initiative. This loss in revenue is a direct result of such low occupancy.

Compared to last year, overall revenue will be down roughly \$2.2 million by September 1.

Parking reserves are just over \$20 million. The system can absorb the loss in revenue and continue to maintain and improve its infrastructure and technological enhancements.

Program Term:	Through September 1, 2020
Economic Impact:	\$672,000 est.
Funds Impacted:	Automobile Parking Fund
Fund Balances:	\$20,383,867

15. Waive initial merchants License fee.

This program will encourage new businesses in Birmingham and offer a small bit of financial relief by waiving the fees from the required initial merchant's license.

Program Term:	Through January 1, 2021
Economic Impact:	\$2,000 est.
Funds Impacted:	General Fund
Fund Balances:	\$17,508,448

16. Waive temporary structure permit fees and permit with Administrative Approval.

In order to assist local businesses to expand their operations outdoors to comply with social distancing guidelines and other public health orders, the

City will be waiving all fees for temporary structures and temporary uses on both public and private property through September 8, 2020. Temporary uses may include providing an outdoor waiting area, or host, concierge or other point of sale services to patrons from a temporary station or location outside of the business, on private or public property. A valid Temporary Structure Permit and/or Temporary Use Permit will be continue to be required, at no cost. All temporary structures and/or uses must comply with all standards as may be adopted by resolution of the City Commission. For businesses that applied for and obtained Temporary Structure or Temporary Use Permits on or after March 16, 2020 for expanded outdoor operations due to COVID-19 that meet the parameters noted, a refund will be issued.

Program Term: Through September 8, 2020
Economic Impact: \$10,000 est.
Funds Impacted: General Fund
Fund Balances: \$17,508,448

17. Waiving fees for pet licenses.

This program would be a minor benefit to all of the pet owners in the City of Birmingham. Residents would still have to fill out the application and show proof of vaccination, pet licenses could be issued at no cost for the remainder of the year.

Program Term: Through January 1, 2021
Economic Impact: \$3,000 est.
Funds Impacted: General Fund
Fund Balances: \$17,508,448



COVID-19 Operational Initiatives

1. Provide hand sanitizer stations around business districts.

This project will place hand sanitizer dispensers around the downtown in key locations with high pedestrian traffic such as at intersections and in parking structures. Signage will be placed above the dispensers.

2. Provide hand sanitizer stations in city parks.

This project will place hand sanitizer dispensers at the large parks, tennis and basketball courts and playgrounds for those using City park amenities. In addition, regular cleaning will occur for all playgrounds and site furnishings in City parks.

3. Increase regular cleaning and sanitation of playground equipment, park furnishings and bus shelters.

DPS will initiate a daily cleaning regiment for public access touch points for the playground equipment, park furnishings and bus shelters.

4. Allow curb-side pick-up in business districts with dedicated pick up locations.

BSD and police department will designate one parking meter in front of each restaurant to allow for 5-minute parking to pick up takeout orders. Additionally, 2-4 "Buy and Fly 5-minute parking" spaces will be designated on each block of downtown to allow retailers to conduct curbside pick-up of purchases.

5. Develop program to allow businesses with indoor group classes to utilize City parks for an outdoor venue.

BSD and DPS will work together to designate hours and parks that are available for downtown businesses to conduct fitness classes throughout the week. The BSD and DPS will work together on an IT solution on the city website that allows residents, businesses, and city departments to see a centralized calendar of usage and availability. DPS will manage overall usage of all parks in the city. The BSD will vet and approve requests for businesses to schedule classes.

6. Install Plexiglas partitions at public access counters in municipal buildings.

This project will install screening partitions at all public counters where staff will interact with the public.

7. Expand online service offerings.

In order to address social distancing restrictions and providing continuity of services, current City applications, permits and licenses will be transitioned to online submittals with online payment functions. This stage of the project will include all departments with the exception of the Community Development Department.

The Community Development Department will be going live with online permit applications on June 15, 2020. While we will start with simple permits, the program will expand to allow submissions requiring construction documents for more complex review processes of the building, engineering and planning departments. The system will allow applicants to submit applications and pay for permits and various review processes online.

8. Temporarily modify outdoor dining area regulations to allow for greater social distancing.

In order to assist local restaurants to expand their outdoor dining areas to comply with social distancing guidelines and other public health orders, the City will be temporarily modifying outdoor dining standards through September 8, 2020. In addition to previously approved outdoor dining areas, all existing food and drink establishments will be permitted to expand their outdoor dining areas up to double the size, either on the sidewalk, into the street or into vias, as space permits. Administrative approval from the Planning Division is required, but no fees will be charged for this approval. All expanded outdoor dining areas must comply with all relevant standards as may be adopted by the City Commission.

9. Temporarily close designated streets in the evening to allow expanded on-street dining.

In order to assist local businesses in complying with social distancing guidelines and other public health orders, the City will be temporarily closing designated streets in the evenings to motor vehicles to create additional public pedestrian space for outdoor dining, pedestrian traffic, waiting areas and similar uses through September 8, 2020. All businesses with storefronts on the designated street sections may apply to use a portion of the street adjacent to their establishment during the evening street closure.

Temporary Use Permits from the Planning Division are required, but no fees will be charged. All such uses must comply with all standards as may be adopted by the City Commission related to temporary structures and uses, outdoor dining and street closures.

10. Install additional seating along sidewalks near restaurants to support carry out services.

The City will provide picnic tables along the edge of the sidewalks where spacing permits to allow additional seating for restaurants that may not have designated outdoor dining areas. Seating in parks will also be expanded based on demand.

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											3	1	75%
Samy Eid	P	P	P	A											3	1	75%
Doug Fehan	P	P	P	P											4	0	100%
Geoffrey Hockman	P	P	P	P											4	0	100%
Zachary Kay	P	P	P	P											4	0	100%
Jessica Lundberg	P	A	P	P											3	1	75%
Amy Pohlod	P	P	P	P											4	0	100%
Steve Quintal	A	P	P	P											3	1	75%
Bill Roberts	P	P	P	P											4	0	100%
Judy Solomon	A	P	A	A											1	3	25%
Sam Surnow	A	P	P	P											3	1	75%
Joe Valentine	P	P	P	P											3	0	100%
Reserved															0	0	#DIV/0!
Reserved															0	0	#DIV/0!
Present or Available	9	10	11	10	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

Department Head Signature



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

BSD COMMITTEES
MONTHLY MEETING SCHEDULE
MAY 2020

DUE TO COVID-19

<u>BSD BOARD</u>	<u>TBD</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>TBD</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).