



The Shopping District

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

Join Zoom Meeting

<https://zoom.us/j/98285328379?pwd=UzhScTVQK205N2tnVW9ycZrYUM2dz09>

Meeting ID: 982 8532 8379

Password: 213116

1. Call to order and Roll Call of Board
2. Recognition of Visitors
3. Approval of Minutes for July 30, 2020
4. Board Member Comments
5. Reports:
 - a. Finance Report
 - b. Executive Director Report – Tighe
 - c. Committee Reports:
 - i. Special Events – Astrein
 - ii. Marketing & Advertising – Pohlod
 - iii. Maintenance and Capital Improvements – Quintal
 - iv. Business Development – Surnow
 - v. Executive Board Report – Hockman
 - d. Parking Report – January 2020
 - e. Chamber Report
6. Approval of Vouchers
7. Unfinished Business
8. New Business
9. Information
 - a. Announcements
 - b. Letters, Board Attendance & Monthly Meeting Schedule
10. Public Comments
11. Adjournment

Birmingham Shopping District Mission Statement

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

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

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

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

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

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, July 30, 2020, at 8:32 a.m. via ZOOM Meetings

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT: Fehan, Solomon

ALSO PRESENT:

ADMINISTRATION: Tighe, Brook

2. RECOGNITION OF VISITORS

David Hohendorf

3. APPROVAL OF MINUTES

MOTION: Motion by Quintal, seconded by Kay to approve the minutes dated June 25, 2020.

VOTE: Yeas, 10 Nays, 0 Absent, 2

4. BOARD MEMBER COMMENTS

Valentine shared that the Maple Rd. project is progressing nicely. Work will begin soon on the intersection at Southfield and Maple. The work on the streetscape started on E. Maple and is moving west. The project is approximately 70% complete and is on schedule.

5. REPORTS

a. FINANCE REPORT – TIGHE

Tighe reported that the current fund balance is \$858,037. This is the end of the fiscal year. The revenue and expense report shows that, due to COVID-19 we did not spend as much as anticipated. The website redesign was placed on hold, there was no travel to conferences, tenant recruitment expenses went down and we did not have free valet during construction.

The 12-month cash flow shows a variance over \$200,000. This is primarily due to the construction valet and it's promotion not happening due to COVID.

b. EXECUTIVE DIRECTOR REPORT - TIGHE

Tighe shared that Marianne Gamboa received a promotion to be the city's director of communications. Although we are excited for her, it will be a loss to the BSD. We will be looking to hire immediately. In addition, Sierra Okoniewski, who was our special events assistant, left the BSD to take a full-time role.

c. COMMITTEE REPORTS:

SPECIAL EVENTS - ASTREIN

Astrein reported that the “Back to Birmingham Sale” seemed to go pretty well. There were some mixed reviews from merchants. Tighe added that we would survey merchants for their feedback.

Astrein continued that most of the other events have been canceled. There is ongoing discussion about the format of the Farmers Market. * In a follow-up email to the board directly after the meeting, it was noted that the BSD waived fees for our Farmers market vendors this season due to the hardships that COVID-19 has caused our Farmers and vendors.

Astrein inquired about expenses related to the Dream Cruise. Valentine responded that although there will be expenses incurred they will not be charged to the BSD.

MARKETING & ADVERTISING - POHLOD

Pohlod updated the board that the marketing committee decided not to publish a magazine this year. They feel that distribution would be a problem as many places are not able to display magazines. Therefore, they would like to focus more on digital promotions. We will continue to work with Renaissance Media.

With no magazine this year, more focus will be placed on the website redesign. The committee found during the last RFP process that they need more funds. The city is also looking to redo their website. We will keep that in mind as we move forward.

The promo video was well received earlier in the summer. Next will be a fall fashion video. Brainstorming has begun for a holiday video, which will probably feature jewelry and gifts.

Valentine asked about the number of views of the video. Tighe said that she could get those numbers. Pohlod reiterated that the response has been very positive.

Hockman asked to see a budget at the September meeting to see if we have money available to reallocate. Pohlod added that they really want to keep people coming in to town in the fall.

MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL

Quintal reported that they hanging baskets look good, but some of the planters have too much green. He would like to see a change.

Tighe shared that the valet has averaged 100-125 cars. They are only open until 6 p.m. The Old Woodward location has been 75-80 cars. Keller-Williams clients seem to be big users.

BUSINESS DEVELOPMENT - SURNOW

Surnow shared that there was a merchant meeting held on how to communicate with customers. It was a good workshop. We have now given out approximately 800 PPE kits. Everyone is very thankful. There was \$14,000 raised to help procure more PPE kits.

Approximately \$40,000 of Quarantine Cash was distributed. Just over 40 retailers submitted names. Retailers who followed-up with customers saw good returns. Results were not as positive with just sending the certificate to shoppers who had not requested it. They were less likely to spend it.

There continue to be about 250 prospects on the prospective retailer list. A handful of prospective retailers have had financial issues during the pandemic with some announcing bankruptcy. We keep them on the list because circumstances can change. One prospective retailer on our list had been focused on Somerset until recently but is now thinking that Birmingham would be a better location. There are about ten that currently are very interested.

Surnow expressed how impressed he is with Tighe and Ciura's efforts.

EXECUTIVE BOARD REPORT

No report given.

d. PARKING REPORT - ASTREIN

No report given.

e. CHAMBER REPORT - BAUMAN

There was no report from the Chamber.

f. COMMUNITY HOUSE REPORT

There was no report from The Community House.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Astrein, seconded by Valentine to approve the vouchers, as submitted, dated July 30, 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

11. ADJOURNMENT – 8:57 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	826,239.62
247-000.000-028.0000	MISCELLANEOUS	3,659.72
247-000.000-028.9999	ALLOW FOR DOUBTFUL ACCTS.	(1,653.72)
247-000.000-048.0885	PSD 2019-2020 DELQ SAD	53,584.13
Total Assets		882,079.75
*** Liabilities ***		
247-000.000-202.0000	ACCOUNTS PAYABLE	33,916.46
247-000.000-255.0001	GIFT CERTIFICATES	550.00
247-000.000-367.0300	DEFER. INFLOWS - MISCELLANEOUS INV	2,006.00
247-000.000-367.0800	DEFER. INFLOWS - DELQ SPECIAL ASSE	53,584.13
Total Liabilities		90,056.59
*** Fund Balance ***		
247-000.000-391.0000	RETAINED EARNINGS	680,198.80
Total Fund Balance		680,198.80
Beginning Fund Balance - 19-20		680,198.80
Net of Revenues VS Expenditures - 19-20		169,927.26
*19-20 End FB/20-21 Beg FB		850,126.06
Net of Revenues VS Expenditures - Current Year		(58,102.90)
Ending Fund Balance		792,023.16
Total Liabilities And Fund Balance		882,079.75

* Year Not Closed

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 07/31/2020

GL NUMBER	DESCRIPTION	2020-21 ORIGINAL BUDGET	2020-21 AMENDED BUDGET	ACTIVITY FOR MONTH 07/31/20	YTD BALANCE 07/31/2020	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 247 - PRINCIPAL SHOPPING DISTRICT								
Revenues								
Dept 000.000								
USE OF FUND BALANCE								
247-000.000-400.0000	APPROP FUND BAL/RET EARN	(27,720.00)	(27,720.00)	0.00	0.00	0.00	(27,720.00)	0.00
USE OF FUND BALANCE								
		(27,720.00)	(27,720.00)	0.00	0.00	0.00	(27,720.00)	0.00
CHARGES FOR SERVICES								
247-000.000-641.0585	CHARGES TO AUTO PARKING SYSTEM	25,000.00	25,000.00	0.00	0.00	0.00	25,000.00	0.00
CHARGES FOR SERVICES								
		25,000.00	25,000.00	0.00	0.00	0.00	25,000.00	0.00
INTEREST AND RENT								
247-000.000-664.0000	INVESTMENT INCOME	13,700.00	13,700.00	0.00	0.00	0.00	13,700.00	0.00
INTEREST AND RENT								
		13,700.00	13,700.00	0.00	0.00	0.00	13,700.00	0.00
SPECIAL ASSESSMENTS								
247-000.000-672.0247	FUTURE SPECIAL ASSESSEMENTS -	1,030,930.00	1,030,930.00	0.00	0.00	0.00	1,030,930.00	0.00
247-000.000-672.0885	PSD SPEC ASSESS REVENUE 2019-2	24,040.00	24,040.00	0.00	0.00	0.00	24,040.00	0.00
SPECIAL ASSESSMENTS								
		1,054,970.00	1,054,970.00	0.00	0.00	0.00	1,054,970.00	0.00
OTHER REVENUE								
247-000.000-676.0001	CONTR FROM PRIVATE SOURCE	190,000.00	190,000.00	870.00	870.00	0.00	189,130.00	0.46
OTHER REVENUE								
		190,000.00	190,000.00	870.00	870.00	0.00	189,130.00	0.46
Total Dept 000.000		1,255,950.00	1,255,950.00	870.00	870.00	0.00	1,255,080.00	0.07
TOTAL REVENUES		1,255,950.00	1,255,950.00	870.00	870.00	0.00	1,255,080.00	0.07
Expenditures								
Dept 298.000 - PUBLIC RELATIONS								
PERSONNEL SERVICES								
247-298.000-702.0001	SALARIES & WAGES DIRECT	32,700.00	32,700.00	439.71	439.71	0.00	32,260.29	1.34
247-298.000-702.0003	LONGEVITY	550.00	550.00	0.00	0.00	0.00	550.00	0.00
247-298.000-706.0001	FICA	2,550.00	2,550.00	33.08	33.08	0.00	2,516.92	1.30
247-298.000-706.0002	HOSPITALIZATION	4,710.00	4,710.00	45.63	45.63	0.00	4,664.37	0.97
247-298.000-706.0007	WORKER'S COMPENSATION	110.00	110.00	1.37	1.37	0.00	108.63	1.25
247-298.000-706.0012	RETIREMNT-DEF CONTR EMPLR	3,160.00	3,160.00	41.73	41.73	0.00	3,118.27	1.32
247-298.000-706.0013	RET HLTH SVGS CONTR EMPLR	690.00	690.00	8.86	8.86	0.00	681.14	1.28
PERSONNEL SERVICES								
		44,470.00	44,470.00	570.38	570.38	0.00	43,899.62	1.28
Total Dept 298.000 - PUBLIC RELATIONS		44,470.00	44,470.00	570.38	570.38	0.00	43,899.62	1.28
Dept 441.005 - DOWNTOWN MAINTENANCE								
PERSONNEL SERVICES								
247-441.005-702.0001	SALARIES & WAGES DIRECT	55,510.00	55,510.00	5,383.16	5,383.16	0.00	50,126.84	9.70
247-441.005-702.0002	OVERTIME PAY	26,450.00	26,450.00	3,980.38	3,980.38	0.00	22,469.62	15.05
247-441.005-702.0003	LONGEVITY	340.00	340.00	0.00	0.00	0.00	340.00	0.00
247-441.005-706.0001	FICA	6,560.00	6,560.00	700.34	700.34	0.00	5,859.66	10.68
247-441.005-706.0002	HOSPITALIZATION	10,460.00	10,460.00	955.08	955.08	0.00	9,504.92	9.13

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 07/31/2020

GL NUMBER	DESCRIPTION	2020-21 ORIGINAL BUDGET	2020-21 AMENDED BUDGET	ACTIVITY FOR MONTH 07/31/20	YTD BALANCE 07/31/2020	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 247 - PRINCIPAL SHOPPING DISTRICT								
Expenditures								
247-441.005-706.0003	LIFE INSURANCE	200.00	200.00	24.60	24.60	0.00	175.40	12.30
247-441.005-706.0004	RETIRE CONTRIB HEALTH	12,610.00	12,610.00	1,013.20	1,013.20	0.00	11,596.80	8.03
247-441.005-706.0005	DENTAL/OPTICAL	630.00	630.00	47.13	47.13	0.00	582.87	7.48
247-441.005-706.0006	LT/ST DISABILITY	640.00	640.00	64.12	64.12	0.00	575.88	10.02
247-441.005-706.0007	WORKER'S COMPENSATION	1,580.00	1,580.00	192.18	192.18	0.00	1,387.82	12.16
247-441.005-706.0010	RETIREMENT EMPLOYER CNTB	7,270.00	7,270.00	576.82	576.82	0.00	6,693.18	7.93
247-441.005-706.0011	HRA BENEFIT	100.00	100.00	0.00	0.00	0.00	100.00	0.00
247-441.005-706.0012	RETIREMNT-DEF CONTR EMPLR	2,210.00	2,210.00	438.22	438.22	0.00	1,771.78	19.83
247-441.005-706.0013	RET HLTH SVGS CONTR EMPLR	1,010.00	1,010.00	163.76	163.76	0.00	846.24	16.21
PERSONNEL SERVICES		125,570.00	125,570.00	13,538.99	13,538.99	0.00	112,031.01	10.78
OTHER CHARGES								
247-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	43,000.00	43,000.00	7,119.53	7,119.53	0.00	35,880.47	16.56
OTHER CHARGES		43,000.00	43,000.00	7,119.53	7,119.53	0.00	35,880.47	16.56
Total Dept 441.005 - DOWNTOWN MAINTENANCE		168,570.00	168,570.00	20,658.52	20,658.52	0.00	147,911.48	12.26
Dept 748.000 - PRINCIPAL SHOPPING DISTRICT								
PERSONNEL SERVICES								
247-748.000-702.0001	SALARIES & WAGES DIRECT	234,900.00	234,900.00	14,952.00	14,952.00	0.00	219,948.00	6.37
247-748.000-706.0001	FICA	17,970.00	17,970.00	1,089.02	1,089.02	0.00	16,880.98	6.06
247-748.000-706.0002	HOSPITALIZATION	37,340.00	37,340.00	2,584.64	2,584.64	0.00	34,755.36	6.92
247-748.000-706.0003	LIFE INSURANCE	950.00	950.00	65.10	65.10	0.00	884.90	6.85
247-748.000-706.0004	RETIRE CONTRIB HEALTH	5,620.00	5,620.00	467.67	467.67	0.00	5,152.33	8.32
247-748.000-706.0005	DENTAL/OPTICAL	1,640.00	1,640.00	110.04	110.04	0.00	1,529.96	6.71
247-748.000-706.0006	LT/ST DISABILITY	990.00	990.00	66.02	66.02	0.00	923.98	6.67
247-748.000-706.0007	WORKER'S COMPENSATION	740.00	740.00	74.31	74.31	0.00	665.69	10.04
247-748.000-706.0010	RETIREMENT EMPLOYER CNTB	4,830.00	4,830.00	402.25	402.25	0.00	4,427.75	8.33
247-748.000-706.0012	RETIREMNT-DEF CONTR EMPLR	10,370.00	10,370.00	696.84	696.84	0.00	9,673.16	6.72
247-748.000-706.0013	RET HLTH SVGS CONTR EMPLR	1,820.00	1,820.00	126.00	126.00	0.00	1,694.00	6.92
PERSONNEL SERVICES		317,170.00	317,170.00	20,633.89	20,633.89	0.00	296,536.11	6.51
OTHER CHARGES								
247-748.000-801.0200	LEGAL SERVICES	3,000.00	3,000.00	0.00	0.00	0.00	3,000.00	0.00
247-748.000-802.0100	AUDIT	760.00	760.00	0.00	0.00	0.00	760.00	0.00
247-748.000-828.0300	PARKING VALET SERVICES	15,000.00	15,000.00	0.00	0.00	75,000.00	(60,000.00)	500.00
247-748.000-829.0100	SNOW REMOVAL CONTRACT	59,000.00	59,000.00	0.00	0.00	0.00	59,000.00	0.00
247-748.000-829.0200	WEB SITE MAINTENANCE	5,500.00	5,500.00	0.00	0.00	0.00	5,500.00	0.00
247-748.000-851.0000	TELEPHONE	1,750.00	1,750.00	0.00	0.00	0.00	1,750.00	0.00
247-748.000-901.0400	MARKETING & ADVERTISING	150,000.00	150,000.00	10,029.09	10,029.09	0.00	139,970.91	6.69
247-748.000-901.0500	PUBLIC RELATIONS	10,000.00	10,000.00	0.00	0.00	0.00	10,000.00	0.00
247-748.000-903.0000	TENANT RECRUITMENT	100,000.00	100,000.00	(647.77)	(647.77)	0.00	100,647.77	(0.65)
247-748.000-904.0000	PRINTING PSD MAGAZINE	60,000.00	60,000.00	0.00	0.00	0.00	60,000.00	0.00
247-748.000-909.0000	SPECIAL EVENTS	200,000.00	200,000.00	4,979.85	4,979.85	0.00	195,020.15	2.49
247-748.000-933.0200	EQUIPMENT MAINTENANCE	1,200.00	1,200.00	0.00	0.00	0.00	1,200.00	0.00
247-748.000-935.0200	MAINTENANCE SHOPPING DIST	70,000.00	70,000.00	0.00	0.00	0.00	70,000.00	0.00
247-748.000-942.0000	COMPUTER EQUIPMENT RENTAL	20,930.00	20,930.00	0.00	0.00	0.00	20,930.00	0.00
247-748.000-944.0000	BUILDING OR FACILITY RENT	12,000.00	12,000.00	0.00	0.00	0.00	12,000.00	0.00
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	0.00	0.00	1,600.00	0.00
247-748.000-955.0400	CONFERENCES & WORKSHOPS	3,000.00	3,000.00	0.00	0.00	0.00	3,000.00	0.00
247-748.000-957.0400	LIAB INSURANCE PREMIUMS	4,500.00	4,500.00	0.00	0.00	0.00	4,500.00	0.00

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 07/31/2020

GL NUMBER	DESCRIPTION	2020-21	2020-21	ACTIVITY FOR	YTD BALANCE	ENCUMBERED	UNENCUMBERED	% BDGT
		ORIGINAL	2020-21	MONTH	07/31/2020	YEAR-TO-DATE	BALANCE	USED
		BUDGET	AMENDED BUDGET	07/31/20				
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Fund 247 - PRINCIPAL SHOPPING DISTRICT								
Expenditures								
OTHER CHARGES		719,240.00	719,240.00	14,361.17	14,361.17	75,000.00	629,878.83	12.42
SUPPLIES								
247-748.000-727.0000	POSTAGE	3,000.00	3,000.00	0.00	0.00	0.00	3,000.00	0.00
247-748.000-729.0000	OPERATING SUPPLIES	3,500.00	3,500.00	2,748.94	2,748.94	0.00	751.06	78.54
SUPPLIES		6,500.00	6,500.00	2,748.94	2,748.94	0.00	3,751.06	42.29
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Total Dept 748.000 - PRINCIPAL SHOPPING DISTRICT		1,042,910.00	1,042,910.00	37,744.00	37,744.00	75,000.00	930,166.00	10.81
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TOTAL EXPENDITURES		1,255,950.00	1,255,950.00	58,972.90	58,972.90	75,000.00	1,121,977.10	10.67
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Fund 247 - PRINCIPAL SHOPPING DISTRICT:								
TOTAL REVENUES		1,255,950.00	1,255,950.00	870.00	870.00	0.00	1,255,080.00	0.07
TOTAL EXPENDITURES		1,255,950.00	1,255,950.00	58,972.90	58,972.90	75,000.00	1,121,977.10	10.67
NET OF REVENUES & EXPENDITURES		0.00	0.00	(58,102.90)	(58,102.90)	(75,000.00)	133,102.90	100.00

PRINCIPAL SHOPPING DISTRICT
CASH FLOW
FOR THE MONTH OF JULY 2020

	<u>DESCRIPTION</u>	<u>PROJECTED</u>	<u>ACTUAL</u>	<u>VARIANCE</u>
	BEGINNING CASH BALANCE	\$ 910,865	\$ 910,865	\$ -
	CASH RECEIPTS:			
	Special Assessments	600	-	(600)
	Interest Income	1,240	-	(1,240)
	Advisory Parking Committee	-	-	-
	Special Event Revenue	<u>7,450</u>	<u>870</u>	<u>(6,580)</u>
	Sub-total cash receipts	9,290	870	(8,420)
	CASH DISBURSEMENTS:			
	OFFICE DISBURSEMENTS			
	PSD Personnel Costs	36,600	33,345	3,255
727.0000	Postage	-	-	-
729.0000	Supplies	390	-	390
801.0200	Legal	250	-	250
802.0100	Audit	-	-	-
811.0000	Other Contractual Service	-	1,440	(1,440)
933.0200	Equipment Maintenance	-	-	-
851.0000	Telephone	140	102	38
955.0100	Training	80	-	80
955.0300	Memberships & Dues	-	-	-
955.0400	Conferences & Workshops	-	-	-
942.0000	Computer Equipment Rental*	1,740	-	1,740
957.0400	Liability Insurance*	375	-	375
944.0000	Building Rent*	<u>1,000</u>	<u>-</u>	<u>1,000</u>
	Sub-total Office Disbursements	40,575	34,887	5,688
	PROGRAM DISBURSEMENTS			
	DPS Downtown Maintenance	6,110	26,958	(20,848)
	Promotion Personnel Costs	3,710	1,950	1,760
828.0300	Valet Services	-	-	-
829.0100	Snow Removal	-	-	-
935.0200	Maintenance PSD	200	3,703	(3,503)
901.0400	Marketing & Advertising	17,000	10,778	6,222
901.0500	Public Relations	-	-	-
903.0000	Tenant Recruitment	8,330	(528)	8,858
909.0000	Special Events	27,000	7,687	19,313
904.0000	PSD Magazine	-	-	-
829.0200	Web Site Maintenance	<u>350</u>	<u>60</u>	<u>290</u>
	Sub-total Program Disbursements	<u>62,700</u>	<u>50,608</u>	<u>12,092</u>
	Total Disbursements	103,275	85,495	17,780
	INCREASE (DECREASE) IN CASH BALANCE	<u>(93,985)</u>	<u>(84,625)</u>	<u>9,360</u>
	ENDING CASH BALANCE	<u>\$ 816,880</u>	<u>\$ 826,240</u>	<u>\$ 9,360</u>

* Working through year-end and July-August entries.

PRINCIPAL SHOPPING DISTRICT
ACTUAL CASH FLOW
FOR THE ONE MONTH ENDED JULY 2019

DESCRIPTION	PROJECTED	ACTUAL	VARIANCE
BEGINNING CASH BALANCE	\$ 910,865	\$ 910,865	\$ -
CASH RECEIPTS:			
Special Assessments	600	-	(600)
Interest Income	1,240	-	(1,240)
Advisory Parking Committee	-	-	-
Special Event Revenue	<u>7,450</u>	<u>870</u>	<u>(6,580)</u>
Sub-total cash receipts	9,290	870	(8,420)
CASH DISBURSEMENTS:			
OFFICE DISBURSEMENTS			
PSD Personnel Costs	36,600	33,345	3,255
727.0000 Postage	-	-	-
729.0000 Supplies	390	-	390
801.0200 Legal	250	-	250
802.0100 Audit	-	-	-
811.0000 Other Contractual Service	-	1,440	(1,440)
933.0200 Equipment Maintenance	-	-	-
851.0000 Telephone	140	102	38
955.0100 Training	80	-	80
955.0300 Memberships & Dues	-	-	-
955.0400 Conferences & Workshops	-	-	-
942.0000 Computer Equipment Rental	1,740	-	1,740
957.0400 Liability Insurance	375	-	375
944.0000 Building Rent	<u>1,000</u>	<u>-</u>	<u>1,000</u>
Sub-total Office Disbursements	40,575	34,887	5,688
PROGRAM DISBURSEMENTS			
DPS Downtown Maintenance	6,110	26,958	(20,848)
Promotion Personnel Costs	3,710	1,950	1,760
828.0300 Valet Services	-	-	-
829.0100 Snow Removal	-	-	-
935.0200 Maintenance PSD	200	3,703	(3,503)
901.0400 Marketing & Advertising	17,000	10,778	6,222
901.0500 Public Relations	-	-	-
903.0000 Tenant Recruitment	8,330	(528)	8,858
909.0000 Special Events	27,000	7,687	19,313
904.0000 PSD Magazine	-	-	-
829.0200 Web Site Maintenance	<u>350</u>	<u>60</u>	<u>290</u>
Sub-total Program Disbursements	<u>62,700</u>	<u>50,608</u>	<u>12,092</u>
Total Disbursements	103,275	85,495	17,780
INCREASE (DECREASE) IN CASH BALANCE	<u>(93,985)</u>	<u>(84,625)</u>	<u>9,360</u>
ENDING CASH BALANCE	<u>\$ 816,880</u>	<u>\$ 826,240</u>	<u>\$ 9,360</u>

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

DESCRIPTION	ACTUAL	PROJECTED											Total 2019-2020
	JULY 2020	AUGUST 2020	SEPTEMBER 2020	OCTOBER 2020	NOVEMBER 2020	DECEMBER 2020	JANUARY 2021	FEBRUARY 2021	MARCH 2021	APRIL 2021	MAY 2021	JUNE 2021	
BEGINNING CASH BALANCE	910,865	826,240	775,795	701,170	605,255	554,256	447,407	799,338	1,242,139	1,189,140	1,127,775	1,035,350	910,865
CASH RECEIPTS:													
2019 Assessment	-	9,620	3,610	-	-	1,000	1,000	1,000	-	-	7,210	-	23,440
2020 Assessment	-	-	-	-	-	51,550	463,920	505,160	10,300	-	-	-	1,030,930
Special Assessments	-	9,620	3,610	-	-	52,550	464,920	506,160	10,300	-	7,210	-	1,054,370
Interest Income	-	1,130	1,060	960	820	750	600	1,050	1,640	1,570	1,490	1,370	12,440
Advisory Parking Committee	-	-	-	-	25,000	-	-	-	-	-	-	-	25,000
Special Event Revenue	870	60,950	42,400	17,270	23,260	5,610	3,380	2,130	10,280	12,000	4,120	1,150	183,420
Sub-total cash receipts	870	71,700	47,070	18,230	49,080	58,910	468,900	509,340	22,220	13,570	12,820	2,520	1,275,230
CASH DISBURSEMENTS:													
OFFICE DISBURSEMENTS													
PSD Personnel Costs	33,345	24,400	24,400	24,400	24,400	24,400	36,600	24,400	24,400	24,400	24,400	24,370	313,915
727.00 Postage	-	-	400	400	400	400	-	-	-	400	400	600	3,000
729.00 Supplies	-	280	310	280	280	280	280	280	280	280	280	280	3,110
801.02 Legal	-	250	250	250	250	250	250	250	250	250	250	250	2,750
802.01 Audit	-	-	330	330	-	100	-	-	-	-	-	-	760
811.00 Other Contractual Service	1,440	-	-	-	-	-	-	-	-	-	-	-	1,440
933.02 Equipment Maintenance	-	-	300	-	-	300	-	-	300	-	-	300	1,200
851.00 Telephone	102	150	140	150	140	150	140	150	140	150	150	150	1,712
955.01 Training	-	80	90	80	80	90	80	80	90	80	80	90	920
955.03 Memberships & Dues	-	80	320	-	400	-	130	30	-	270	370	-	1,600
955.04 Conferences & Workshops	-	1,250	-	-	-	300	700	250	-	-	400	100	3,000
942.00 Computer Equipment Rental	-	1,740	1,740	1,740	1,740	1,740	1,740	1,750	1,750	1,750	1,750	1,750	19,190
957.04 Liability Insurance	-	375	375	375	375	375	375	375	375	375	375	375	4,125
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	11,000
Sub-total Office Disbursements	34,887	29,605	29,655	29,005	29,065	29,385	41,295	28,565	28,585	28,955	29,455	29,265	367,722
PROGRAM DISBURSEMENTS													
DPS Downtown Maintenance	26,958	22,500	23,600	6,110	22,500	22,500	18,200	6,110	6,110	6,110	6,110	22,610	189,418
Promotion Personnel Costs	1,950	3,710	3,710	3,700	3,700	3,710	3,710	3,700	3,710	3,710	3,700	3,700	42,710
828.03 Valet Services	-	-	-	-	-	7,500	7,500	-	-	-	-	-	15,000
829.01 Snow Removal	-	-	-	-	9,834	9,834	9,834	9,834	9,834	9,830	-	-	59,000
935.02 Maintenance PSD	3,703	23,000	1,400	5,000	-	1,400	8,000	-	8,000	7,000	8,000	8,000	73,503
901.04 Marketing & Advertising	10,778	20,000	20,000	7,000	10,000	20,000	9,000	9,000	9,000	10,000	10,000	9,000	143,778
901.05 Public Relations	-	1,000	1,000	1,000	1,000	1,000	1,000	1,000	-	1,000	1,000	1,000	10,000
903.00 Tenant Recruitment	(528)	8,330	8,330	8,330	8,330	8,330	8,330	8,330	8,330	8,330	8,330	8,370	91,142
909.00 Special Events	7,687	14,000	4,000	24,000	14,000	62,000	10,000	-	-	-	37,000	8,000	180,687
904.00 PSD Magazine	-	-	30,000	30,000	-	-	-	-	-	-	-	-	60,000
829.02 Web Site Maintenance	60	-	-	-	1,650	100	100	-	1,650	-	1,650	-	5,210
Sub-total Program Disbursements	50,608	92,540	92,040	85,140	71,014	136,374	75,674	37,974	46,634	45,980	75,790	60,680	870,448
Total Disbursements	85,495	122,145	121,695	114,145	100,079	165,759	116,969	66,539	75,219	74,935	105,245	89,945	1,238,170
INCREASE (DECREASE) IN CASH BALANCE	(84,625)	(50,445)	(74,625)	(95,915)	(50,999)	(106,849)	351,931	442,801	(52,999)	(61,365)	(92,425)	(87,425)	37,060
ENDING CASH BALANCE	826,240	775,795	701,170	605,255	554,256	447,407	799,338	1,242,139	1,189,140	1,127,775	1,035,350	947,925	947,925

REALLOCATION TO COVID19 RELIEF	BUDGETED	USED
SNOW REMOVAL	\$29,000.00	\$0.00
MARKETING	\$35,000.00	\$35,000.00
TENANT RECRUITMENT	\$25,000.00	\$25,000.00
SPECIAL EVENTS	\$10,000.00	\$10,000.00
MAINTENANCE	\$10,000.00	\$10,000.00
TOTAL	\$109,000.00	\$80,000.00

Note:

QUARANTINE CASH
QUARANTINE CASH/VIDEO
WAIVED BFM FEES



The Shopping District

Special Events Committee

August 14, 2020 – ZOOM Meeting

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

Staff: Tighe, Brook

1. Welcome and Introductions

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

ABSENT: McLeod, Knight

ADMINISTRATION: Tighe, Brook

GUESTS: Paul Wells, Birmingham Fire Chief; Kate Milz, Gazelle Sports; Julie Plotnik and Stephanie Freedman – FM founders; Kathy Fusilier, Fusilier Family Farms; Greg Stamatopoulos, Stamatopoulos & Sons Olive Oil

2. Farmers Market

a. Market Format

- i. The group discussed the possibility of changing the format of the market to, once again, a walkable market.

1. Tighe gave an overview of the market's current set-up and the reasons that the drive-through format was selected during the COVID-19 pandemic.
2. Tighe explained that currently City Commission considers the market a special event, not an essential service.
3. Fusilier proposed opening the market to foot traffic and cited other local markets that have done so successfully – and, in her eyes, safely.
4. Plotnik and Freedman agreed that they would like to see the market go back to a walkable format and they are concerned about losing vendors and customers if a change is not made.
5. Stamatopoulos shared that he has gotten some positive feedback from shopper's about the drive-through format and that, although, ideally he would like a walkable market, he thinks that, if we can get traffic through quicker, the drive-through format is a safer alternative for today's pandemic.
6. Astrein expressed concern over opening the market to foot traffic. He thinks that since all of the other special events in the city have been canceled this summer, having the market open to walking shoppers would not be consistent. He strongly believes the Farmers Market is an event.
7. Kay said that he has done the drive-through market and it took him too long in the line. He would like to see it open back up to a walkable market.
8. Chief Wells shared his concerns that COVID-19 numbers are not going down in metro Detroit. He said that Birmingham is doing fairly well, but having large groups gather could cause an increase in cases.

- ii. The committee voted on whether or not to approach city commission to have the market reclassified as an essential service rather than a special event in order to be able to open the market to walking customers.

Yays – Kay, Hussey, McLeod (via Milz)

Nays – Astrein, Pohlod, Solomon

No vote – Fehan (was not on call for vote)

- b. Vendor layout – it was mentioned that the current layout is moving slowly and people would like to see adjustments made to help streamline the shopping experience.

3. Holiday Activities

- a. Santa House will not be able to be used due to the fact that it is so small and it is expected that we will still be dealing with restrictions due to the ongoing COVID-19 pandemic. The committee discussed other possible ideas and plans to continue this discussion at their September meeting.
- b. Carriage Rides – it is unlikely that we will be able to host carriage rides this year. We are looking at alternative holiday activities for the downtown area.
- c. Tree Lighting – Due to the number of people who typically attend the Tree Lighting, the committee does not think that it will be able to be held. Therefore, they are looking at doing a virtual Tree Lighting.
- d. Winter Markt – Although it seems unlikely that our traditional Winter Markt will be able to be held, we will still be submitting a special event application to the city commission. We will include COVID-19 alternate plans.
- e. Other Ideas – The committee discusses the possibility of having carolers in the downtown area, encouraging enhanced window decorating, or even having a tree decorating contest that would also be a charity fundraiser.

- 4. Other Activities** – the committee will brainstorm ideas for other activities to energize the downtown area in the fall and during the holidays.

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

2020-21 Budget: \$190,000

Remaining balance after August vouchers: \$187,824



The Shopping District

Marketing & Advertising Committee Meeting

August 20, 2020

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

Staff: Tighe, Brook

1. Welcome and Introductions

PRESENT: Champagne, Kay, Pohlod

ABSENT: Benkert, Darakjian, Eid, Knight, Lundberg

ADMINISTRATION: Brook, Gamboa, Tighe

VISITORS: Renaissance Media Team

2. Promotional Videos

The committee discussed a fall fashion video that will be released after Labor Day (mid-September), and a holiday video to be released after Thanksgiving. The fall video will be a fall fashion shoot brought to life. The video will show behind-the-scenes shots of a model selecting clothes in a closet and wearing different outfits while standing in front of a mirror. The video will feature mainly casual attire rather than suits and cocktail dresses due to the COVID environment.

3. Holiday Gift Guide

With the cost savings from foregoing the printed Birmingham Magazine, the committee would like to publish a holiday gift guide in SEEN magazine.

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

Marketing 2020-21 Budget: \$115,000

Remaining balance after August vouchers: \$83,341

Magazine 2020-21 Budget: \$60,000

Remaining balance after August vouchers: \$60,000



The Shopping District

Maintenance/Capital Improvement Committee

August 11, 2020

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

Staff: Tighe, Wood, Laird, McGaughey, Jurek

1. Welcome and Introductions:

PRESENT: Quintal, Fehan, Roberts, Ceresnie

ABSENT: Pohlod, Wood, Laird, Jurek

ADMINISTRATION: Tighe, McGaughey

VISITORS: None

2. Flower baskets and planters:

The committee evaluated the flowers this year and feels they do not look as “full” as in previous years. Additionally, next year the committee would like to see the “Elephant ears” in the planters replaced with a different center piece – a flower or plant that is not so dominate in the arrangement.

3. Power washing of sidewalks:

A company will be power washing the sidewalks in the core of downtown on August 11th.

4. Trash cans in city:

DPS has placed additional trash cans throughout the city to accommodate for additional trash that residents and visitors are generating due to the restaurants and businesses being open outdoors and on the sidewalks.

5. Snow removal contract:

At the onset of the pandemic, the maintenance committee recommended reducing it's snow removal contract by \$30,000 to reallocate money towards emergency efforts in downtown Birmingham. The committee discussed that due to the pandemic, the BSD did not utilize all of the allocated funding for construction valet this summer. Furthermore, the committee discussed that snow removal throughout the downtown is a great and immediate benefit to the downtown merchants. Therefore, the committee would like to request that the Board reconsider going back to the original parameters of the snow removal contract and allocating the full \$59,000 towards snow removal this season.

NEXT MEETING: TBD

2020-21 Budget: \$60,000

Remaining balance August vouchers: \$59,361

Snow removal 2020-21 Budget: \$30,000

Remaining balance after August vouchers: \$30,000



Business Development Committee

August 27, 2020

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

Staff: Tighe

1. Welcome and Introductions

PRESENT: Surnow

ABSENT: Hockman, Quintal, McKenzie

ADMINISTRATION: Tighe

GUESTS: Cindy Ciura, CC Consulting

2. Retention and Growth

a. Virtual Real Estate Broker and Property Owner Summit

- i. The group discussed the possibility of hosting a virtual conference for real estate professionals and property owners. Would ask CoStar to present an overview of the national and local market, a presentation on new development, etc.
- ii. The committee is interested in hosting the summit in the end September/early October.

3. Attraction

- a. CC consulting provided an update on our prospective retailer list.

NEXT MEETING: Thursday, September 24, 2020 at 8:30 a.m.

2020-21 Budget: \$190,000

Remaining balance after August vouchers: \$181,766

	Code Name	Status	SF	Timing	Notes
1	Women's apparel	Lease signed		Summer 2019	Store opened
2	Women's apparel	Lease signed	1500-1800		Under construction Opening Sept 12
3	Books	Serious Prospect			Looking at Sam's and Boji's space will tour by year's end. Company went private
4	Womens apparel	Serious Prospect			Looking at Pogo space
5	Jewelry	Serious Prospect			Looking at 100 S. Old Woodward
6	Chocolate	Serious Prospect			Looking at 110 S. Old Woodward
7	Home	Serious Prospect			Looking at Panera property, decision will be made in fall
8	Men & women apparel	Serious Prospect			Looking at Sam's space and Panera space, seriously considering these locations
9	Furniture	Serious Prospect			Looking at 100 S. Old Woodward
10	Shoes	On Hold			
11	Womens & Girls Apparel	On Hold			
12	Convenience	On Hold			
13	Computer	On Hold			
14	Luggage	On Hold			
15	Electronics	On Hold			Let go real estate manager
16	Furniture	On Hold			
17	Men's apparel	On Hold			
18	Shared workspace	On Hold			Talking to Sam
19	Womens apparel	On Hold			
20	Shoes	On Hold			
21	Womens apparel	On hold			
22	Men's apparel	On Hold			
23	Womens sports apparel	On Hold			
24	Mens & Womens apparel	On Hold			
25	Home goods	On Hold			
26	Shoes	On hold			
27	Men's apparel	On Hold			
28	Mens & Womens apparel	On Hold			
29	Womens apparel	On Hold	Real estate mgr gone		
30	Perfume	On Hold			
31	Womens apparel	On Hold			
32	Mens & Womens apparel	On Hold			
33	Mens & Womens apparel	On Hold			
34	Exercise	On Hold			
35	Home	On hold			
36	Womens and Men apparel	On hold			
37	Furniture	On hold			
38	Men's Apparel	On hold			
39	Womens apparel	On hold	New Broker		
40	Men's apparel	On hold			
41	Womens apparel	On hold			
42	Mens & Womens apparel	On hold			
43	Mens & Womens apparel	On hold			
44	Toys	On hold			
45	Womens apparel	On hold			
46	Men's apparel	On hold			
47	Mens and Womens Apparel	On hold			
48	Mens and Womens Apparel	On hold			
49	Women's apparel 12	Initial Contact			In touch with broker said not sure of MI
50	Cosmetics	Initial Contact			New Contact
51	Women's apparel and accessories	Initial contact			Initial contact
52	Home	Initial contact			New Contact
53	Luxury fashion 5	Initial contact			Initial contact not responsive
54	Furniture	Initial contact			New Contact
55	Mens and Womens Apparel	Initial contact			New Contact
56	Online	Initial Contact			New Contact
57	Womens apparel	Initial Contact			New Contact

58	Womens' apparel	Initial Contact			New Contact
59	Furniture	Initial Contact			Determining contact
60	Luxury leather goods	Initial Contact			Determining contact
61	Women's apparel 7	Initial contact			Determining contact
62	Luxury fashion 4	Initial Contact			Determining contact
63	Womens apparel	Initial Contact			New Contact
64	Cosmetics 3	Initial contact			New Contact
65	women's apparel 15	Initial contact			New contract
66	Outdoor apparel 1	Initial contact			Getting new contact
67	Furniture	Initial Contact			New Contact
68	Luxury fashion accessories 1	Initial Contact			email and telephone follow up
69	Womens and men apparel 1	Initial contact			New contact
70	Furniture	Initial contact			New Contact
71	Sports	Initial contact			New Contact
72	Environmentally friendly apparel	Initial contact			Sent email
73	Women's contemporary apparel	Sites Sent			Sent sites
74	Outdoor apparel 2	Sites Sent			Sent sites
75	Luxury leather goods	Sites Sent			Sent sites
76	women's and men's apparel	Sites Sent			Sent sites
77	Childrens apparel	Sites Sent			Sent sites
78	Denim apparel 1	Sites Sent			Sent sites
79	Mens and Womens Apparel	Sites Sent			Sent sites
80	Luxury fashion 6	Sites Sent			Sent sites
81	Online	Sites Sent			Sent sites
82	Men's apparel 7	Sites Sent			Sent sites
83	Women's apparel	Sites Sent			Sent sites
84	Accessories	Sites Sent			Sent sites
85	Books	Sites Sent			Sent sites
86	Candy	Sites Sent			Sent site
87	cosmetics 2	Sites Sent			Sent sites
88	Women's contemporary apparel 1	Sites Sent			Sent sites
89	Womens apparel	Sites Sent			Sent sites
90	Jewelry	Sites Sent			Sent sites
91	Furniture	Sites Sent			Sent sites
92	Cafe	Sites Sent			Sent sites
93	Cafe	Sites Sent			Actively looking for a site in Birmingham
94	Mens and Womens Apparel	Sites Sent			Sent Sams site
95	Cafe	Sites Sent			Sent sites
96	Cafe	Sites Sent			Sent sites
97	Shoes	Financial problems			Filed Bankruptcy
98	Furniture	Financial problems			Decided not to pursue brick and mortar stores
99	Electronics	Financial problems			Closing all stores
100	Men's apparel	Financial problems			Filed Bankruptcy
101	Womens apparel	Financial problems			Financial problems
102	Mens and Womens Apparel	Financial problems			Filed Bankruptcy- many high end brands such as Calvin Klein, Michael Kors, Under Armour, Kate Spade
103	Shoes	Financial problems			Filed Bankruptcy
104	Furniture	Financial problems			Real estate staff fired
105	Leather goods	Financial problems			Real estate staff fired
106	Mens and Womens Apparel	Financial problems			Filed Bankruptcy
107	Womens apparel	Financial problems			Closing stores
108	Mens and Womens Apparel	Financial problems			Filed Bankruptcy
109	Womens apparel	Financial problems			Filed Bankruptcy
110	Mens and Womens Apparel	Financial problems			Watch list Filed Bankruptcy
111	Men's apparel	Financial problems			Real estate staff fired
112	Paper Goods	Financial problems			Watch list Filed Bankruptcy- parent of Paper Source
113	Furniture	Financial problems			Filed Bankruptcy

114	Mens Apparel	Financial problems			Filed Bankruptcy
115	Stationary	Financial problems			Filed Bankruptcy
116	Womens Apparel	Financial problems			Filed Bankruptcy
117	Accessories	Financial problems			Filed Bankruptcy
118	Womens apparel	Financial problems			Financial problems
119	Furniture	Financial problems			Filed Bankruptcy
120	Youth apparel	Dismissed			Not adding stores in our market at this time, but will keep in touch.
121	Lingerie 1	Dismissed			No interest in Birmingham
122	Mens and Womens Apparel	Dismissed			No interest in Birmingham
123	Women's apparel 1	Dismissed			Not responsive
124	Bookstore 1	Dismissed			Went to Somerset
125	Family Apparel	Dismissed			Not adding stores in our market
126	Electronics 2	Dismissed			Did not want another Michigan location
127	Women's apparel 4	Dismissed			email and telephone follow up
128	Women apparel	Dismissed			too close to Somerset
129	Womens apparel	Dismissed			Not adding another store now because of Somerset
130	Furniture 6	Dismissed			Broker called me. MI is one of three states with special sales tax for parent company which is QVC
131	Online furniture	Dismissed			Store in trouble
132	Online cosmetics	Dismissed			Not responsive
133	Kids Enrichment	Dismissed			No Interest
134	Children store	Dismissed			Not looking at stores right now
135	Mens and Womens Apparel	Dismissed			Not looking in Michigan
136	Furniture	Dismissed			Not wanting to add a store in MI
137	Online skincare 1	Dismissed			Sending sites, not responsive
138	Shoes 1	Dismissed			Real estate rep left, no new contact yet
139	Contemporary men's and women's apparel	Dismissed			Took a serious look, but we don't have their sq footage
140	children's store 1	Dismissed			Revisiting
141	Online Women's Clothing 1	Dismissed			Not responsive
142	Mens and Womens Apparel	Dismissed			Not looking in MI
143	Toys 1	Dismissed			Won't put another store this close to Somerset
144	Online Dorm room	Dismissed			Only doing summer pop ups. Said to contact for next summer
145	Chocolate	Dismissed			Not responsive
146	Online Clothing 1	Dismissed			Just starting to add stores, contact next year.
147	womens and mens apparel	Dismissed			Not adding another store in our market
148	Dart bar	Dismissed	Michell' space		National broker rejected site due to lack of daytime traffic.
149	cosmetics 1	Dismissed	Boutique		Put a hold on adding stores
150	Women and men's apparel 3	Dismissed	1800-2000		Not doing leases for 12-18 mos unless value added- in other words, no rent.
151	Furniture 4	Dismissed			Rejected our market.
152	Shoes	Dismissed			Not looking in MI
153	Chocolate	Dismissed			Rejected our market.
154	Online cosmetics 3	Dismissed			Not responsive
155	Children's apparel 1	Dismissed			not adding stores
156	Tween fashion 1	Dismissed			No expansion
157	online goods	Dismissed			Not responsive
158	Men's apparel 1	Dismissed			Interested in another market
159	Ice Cream 1	Dismissed			Broker said they were not interested in the market.
160	Men's shoes 1	Dismissed	1500-1800		Not expanding now but perhaps in future
161	Kids enrichment	Dismissed			Having a tough time getting registered in MI
162	Lingerie 2	Dismissed			Company sold and not adding sites
163	womens and mens apparel	Dismissed			Needs 15,000 sq ft. Interested and asked to call if we have that size
164	Candy	Dismissed			Not responsive
165	Furniture	Dismissed			Reviewed sites, believe too close to Somerset
166	Women's Apparel 6	Dismissed			not responsive
167	Cosmetics	Dismissed			Don't need another in market- but knew Birmingham well
168	Purses	Dismissed			Not this market
169	women's and men's apparel 1	Dismissed	Boutique		Decided to go with a larger footprint of 20,000 sq ft
170	Designer resale 1	Dismissed	Boutique		No interest

171	Women's and men's apparel 4	Dismissed			No interest in Birmingham
172	Bakery 1	Dismissed			Not responsive
173	Electronics	Dismissed			Decided to stop brick and mortar stores
174	Furniture	Dismissed			Not in this market
175	Online Clothing 2	Dismissed			Not responsive
176	Online purses	Dismissed			Need a franchisee
177	Online Activewear 1	Dismissed			Sending Sites, not responsive
178	Womens apparel	Dismissed			Not responsive
179	Online men's suits	Dismissed			Not interested
180	Luxury fashion 3	Dismissed			Not interested
181	Furniture/home accessories	Dismissed			Looking for space larger than we have
182	Luxury Resale	Dismissed			Not looking for brick and mortar
183	Womens apparel	Dismissed			Not doing US stores
184	Resale	Dismissed			Not doing brick and mortar locations
185	Womens apparel	Dismissed			Not responsive
186	cosmetics 4	Dismissed			Somerset renewed and put in radius restriction
187	Men's apparel	Dismissed			Rejected short term deal in 110
188	women's men's apparel	Dismissed			Can't expand in Birmingham due to naming issues
189	Womens apparel	Dismissed			Not adding stores
190	Online Women's shoes	Dismissed			Said Detroit not on their list now
191	Women's athletic apparel 1	Dismissed			retailer not interested in expanding in our market at this time.
192	Women's apparel 8	Dismissed	2800		Rejected Birmingham and opening a store at Somerset
193	Designer resale	Dismissed			Not doing brick and mortar locations
194	Women's apparel 3	Dismissed	2500		Needs 24 feet width. Keep in touch, not opening stores now
195	apparel 1	Dismissed	25,000		Don't have sq footage they need
196	Luxury apparel 2	Dismissed			Took a serious look, but rejected due to too few high end apparel stores.
197	Luxury apparel	Dismissed			Not serious about looking at site
198	Shoes	Dismissed			Not looking in market
199	Eyeglass	Dismissed			Radius restriction with Somerset
200	Home goods 1	Dismissed			Rejected market
201	Home	Dismissed			No need for another store
202	Leather	Dismissed			Not looking in this market
203	Online cosmetics 1	Dismissed			Not part of their expansion plan
204	Athletic apparel	Dismissed			Not adding stores in our market at this time
	Key				
	Lease signed				
	Serious prospect				
	On hold				
	Initial contact made				
	Sites sent				
	Financial trouble				
	Dismissed				

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

SEPTEMBER 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
Fruition Acai & Juice Bar	856	Old Woodward, North	Coffee café	07/20/20	Scheduled to Open
Paint Nail Bar	229	Old Woodward, North	Nail Salon	06/05/20	Scheduled to Open
David Abraham Custom Clothiers	261	Maple Road, East	Tailor	05/14/20	Scheduled to Open
Sorrentia's Salon	588	Old Woodward, North	Salon	03/01/20	Scheduled to open
Johnny Was	115	Old Woodward, South	Womens Apparel	03/01/20	Scheduled to open
S-Three Restaurant	117	Willits Street	Restaurant	03/01/20	Scheduled to open
The Lash Lounge	856	Old Woodward, North	Salon/Spa	02/21/20	Scheduled to open
The French Lady	768	Old Woodward, North	Restaurant	12/03/19	Scheduled to open
DiMaggio Fine Art & Jewelry	175	Maple Road, West	Jeweler	03/08/19	Scheduled to open
Woodward Standard Print House	282	Maple Road, West	Apparel	08/01/20	Opened
Seven Daughters	163	Maple Road, West	Coffee roaster	08/01/20	Opened
Urban Wick Candle Bar	172	Old Woodward, North	Specialty Retailer	07/23/20	Opened
VIGA USA	152	Old Woodward, North	Apparel - women	07/16/20	Opened
ABC Vintage	154	Maple Road, West	Apparel	05/01/20	Opened
Bakehouse 46	136	Old Woodward, North	Food Specialties	02/25/20	Opened
Planthropie	135	Pierce Street	Food Specialties	02/22/20	Opened
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
Shop	798	Old Woodward, North	Wine Shop	10/18/19	Opened

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS**SEPTEMBER 2020**

Office Occupancy Rate 88%

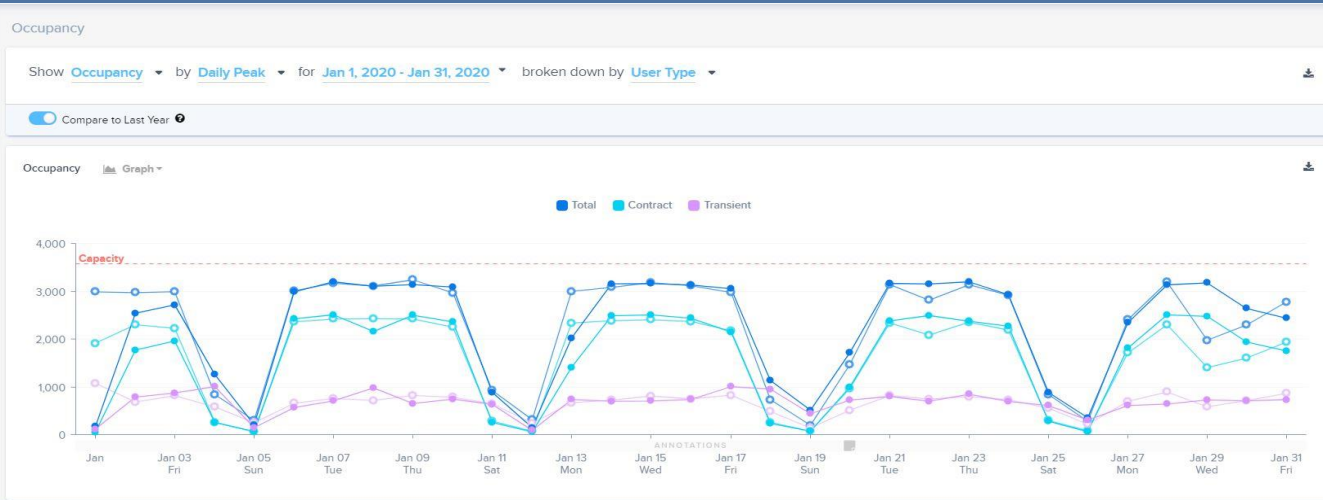
Retail Occupancy Rate 96%

[illegible]

City of Birmingham Parking Utilization Dashboard – January 2020

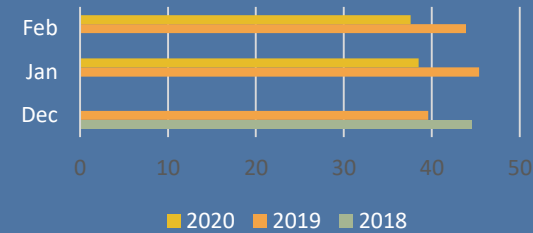
Parking Garages

OCCUPANCY

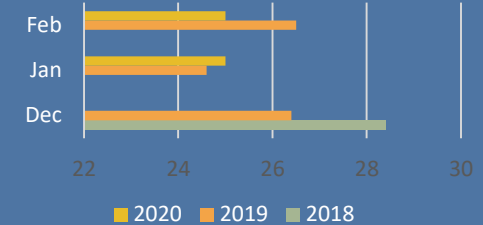


Parking Meters

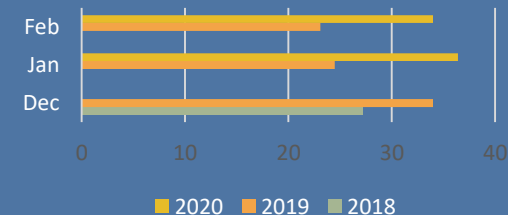
Coin



Credit



ParkMobile



DURATION



Roof Top Valet

January 2019	January 2020	Percentage Change
33	96	131%

MONTHLY PARKING PERMIT REPORT

For the month of: January 2020

Date Compiled: February 13, 2020

	Pierce	Park	Peabody	N.Old Wood	Chester	Lot #6/\$210	Lot #6/\$150	South Side	Lot B	35001 Woodward	Lot 12	Total
1. Total Spaces	706	811	437	745	880	174	79	8	40	40	150	4070
2. Daily Spaces	370	348	224	359	425	N/A	N/A	N/A	N/A	N/A	N/A	1726
3. Monthly Spaces	336	463	213	386	560	174	79	8	30	40	150	2439
4. Monthly Permits Authorized	676	845	486	881	1218	177	40	8	30	50	225	4636
5. Permits - end of previous month	550	750	400	800	1140	170	40	8	10	50	190	4108
6. Permits - end of month	676	750	440	800	1140	173	40	8	11	50	194	4282
7. Permits - available at end of month	0	95	46	81	0	4	0	0	19	0	31	276
8. Permits issued in month includes permits effective 1st of month	33	5	1	2	7	0	0	0	0	0	0	48
9. Permits given up in month	7	5	1	2	7	0	0	0	0	0	0	22
10. Net Change	26	0	46	0	0	0	0	0	0	0	0	72
11. On List - end of month*	1128	1468	1197	1655	996	0	0	0	0	22	0	6466
**On List-Unique Individuals												3560
12. Added to list in month	6	6	9	2	11	0	0	0	0	0	0	34
13. Withdrawn from list in month (w/o permit)	0	0	117	0	0	0	0	0	0	0	0	117
14. Average # of weeks on list for permits issued in month	143	82	141	126	57	0	0	0	0	0	0	91.5
15. Transient parker occupied	260	178	91	104	61	N/A	N/A	N/A	N/A	N/A	N/A	694
16. Monthly parker occupied	324	543	308	628	650	N/A	N/A	N/A	N/A	N/A	N/A	2453
17. Total parker occupied	269	721	399	732	62	N/A	N/A	N/A	N/A	N/A	N/A	3147
18. Total spaces available at 1pm on Wednesday 1/15	122	90	38	13	169	N/A	N/A	N/A	N/A	N/A	N/A	432
19. "All Day" parkers paying 5 hrs. or more												
A: Weekday average.	246	237	136	155	63	N/A	N/A	N/A	N/A	N/A	N/A	837
B: *Maximum day	N/A*	N/A*	N/A*	N/A*	N/A*	N/A	N/A	N/A	N/A	N/A	N/A	0
20. Utilization by long term parkers	N/A*	N/A*	N/A*	N/A*	N/A*	N/A	N/A	N/A	N/A	N/A	N/A	#DIV/0!

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

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

* Average Maximum day not available currently in Skidata

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

**Birmingham Parking System
Transient & Free Parking Analysis
Months of January 2019 & January 2020**

January 2019

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

January 2020

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

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

Birmingham Principal Shopping District Board

Voucher List For: 09/03/2020

Early Release	Vendor	Description	Account	Amount
	21ST CENTURY MEDIA-MICHIGAN	BACK TO BIRMINGHAM SALE AD	MARKETING & ADVERTISING	400.00
	ART/DESIGN GROUP LTD	ARTWORK FOR BIRMINGHAM BUCKS	MARKETING & ADVERTISING	585.00
	BEIER HOWLETT P.C.	MISC ATTORNEY FEES	LEGAL SERVICES	610.72
	C & G PUBLISHING INC.	BACK TO BIRMINGHAM SALE AD	MARKETING & ADVERTISING	1,489.50
	CC CONSULTING LLC	AUGUST RETAIL CONSULTANT SERVICES	TENANT RECRUITMENT	2,083.33
	COSTAR REALTY INFORMATION, INC	ON LINE RETAIL SERVICE AUGUST	TENANT RECRUITMENT	680.00
	DESTINATION MEDIA INC	BACK TO BIRMINGHAM SALE AD	MARKETING & ADVERTISING	1,500.00
	DETROIT METRO	ANNYAL MEMBERSHIP	MEMBERSHIP & DUES	375.00
	DOWNTOWN PUBLICATIONS INC	BIRMINGHAM BUCKS AD	MARKETING & ADVERTISING	400.00
	DYNAMIC DIAGNOSTICS INC	PPE FOR BSD BUSINESSES	TENANT RECRUITMENT	4,147.50
	EFFECTV	BACK TO BIRMINGHAM SALE AD	MARKETING & ADVERTISING	4,378.75
	ENTERCOM COMMUNICATIONS CORP	BACK TO BIRMINGHAM SALE AD - 950	MARKETING & ADVERTISING	3,465.00
	HOOR MEDIA LLC	FULL PAGE AD - ADDITIONAL PAYMENT	MARKETING & ADVERTISING	300.00
	IN-HOUSE VALET INC	VALET SERVICES	PARKING VALET SERVICES	2,000.00
	KEATON PUBLICATIONS GROUP LLC	BIMRINGHAM BLOOMFIELD LIFESTYLE AD	MARKETING & ADVERTISING	1,000.00
	LOGICAL SOLUTIONS ENTERPRISE INC	BIRMINGHAM BUCKS CARDS	MARKETING & ADVERTISING	89.00
	MICHIGAN DOWNTOWN	ANNUAL MEMBERSHIP	MEMBERSHIP & DUES	575.00
	MOSHER & ASSOCIATES LLC	PLANTER MAINTENANCE 2 OF 4	MAINTENANCE SHOPPING DIST	638.40
	OFFICE DEPOT INC	MISC OFFICE SUPPLIES	OPERATING SUPPLIES	374.31
	RENAISSANCE MEDIA SOLUTIONS	BIRMINGHAM BUCKS AD	MARKETING & ADVERTISING	1,100.00
	TOTAL TRAILER	REPAIRS TO THE FARMERS MARKET TRAILER	SPECIAL EVENTS	385.27
	TURNER SANITATION, INC	JULY PORTA POTTIES AT BFM	SPECIAL EVENTS	195.00
	UTEC	QUARTERLY MAINTENANCE CHARGE FOR COPIER	EQUIPMENT MAINTENANCE	217.49
	WDIV/TV4	BACK TO BIRMINGHAM SALE AD	MARKETING & ADVERTISING	1,000.00
	WJBK	RESTAURANT WEEK AD	MARKETING & ADVERTISING	1,398.14
	WXYZ/TV 7	BACK TO BIRMINGHAM SALE AD	MARKETING & ADVERTISING	1,000.00

Birmingham Principal Shopping District Board**Voucher List For:** 09/03/2020

Early Release	Vendor	Description	Account	Amount
*	EAST RIVER ORGANIC FARM	JULY BFM VENDOR REFUND	SPECIAL EVENTS	120.00
*	FARM & FOREST	JULY BFM VENDOR REFUND	SPECIAL EVENTS	240.00
*	GARY CAMPBELL ENTERPRISE	JULY BFM VENDOR REFUND	SPECIAL EVENTS	40.00
*	MOTOR CITY SEA FARM	JULY BFM VENDOR REFUND	SPECIAL EVENTS	60.00
*	SWEETEST GOURMET	JULY BFM VENDOR REFUND	SPECIAL EVENTS	30.00
*	INGRID TIGHE	NOTEBOOKS AND PLANNERS	OPERATING SUPPLIES	148.94
*	TREE REFORM	JULY BFM VENDOR REFUND	SPECIAL EVENTS	60.00
*	UHLIANUK FARMS	JULY BFM VENDOR REFUND	SPECIAL EVENTS	30.00
*	CARUSO CARUSO	QUARANTINE CASH REIMBURSEMENT	MARKETING & ADVERTISING	100.00
*	CHICKEN SHACK	DPS THANK YOU LUNCHEON	SPECIAL EVENTS	268.97
*	DREW EVAN NYSTROM	SERVICES AT BFM 8/2, 8/9	SPECIAL EVENTS	211.75
*	SIERRA OKONIEWSKI	SOCIAL MEDIA SERVICES FOR JULY	MARKETING & ADVERTISING	187.00
*	RICHARD JAMES CARREL	SERVICES AT BFM 7/12, 7/19	SPECIAL EVENTS	60.00
*	SUHM-THING	QUARANTINE CASH REIMBURSEMENT	MARKETING & ADVERTISING	75.00

Total:	\$	32,019.07
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Journal Entries

Spotify - Back to Birmingham Sale promotions	\$	1,000.00
DTE - BFM Electric		14.12
Facebook - Back to Birmingham Sale promotions		200.00
Petty Cash - Winter Market and Holiday		89.55
Total Journal Entries	\$	1,303.67
TOTAL VOUCHERS AND JOURNAL ENTRIES	\$	33,322.74
		=====

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

Board Chair_____**Date**_____

CITY BOARD/COMMITTEE ATTENDANCE RECORD

Name of Board: Birmingham Shopping District

Year: 2020

Members Required for Quorum: 7

MEMBER NAME	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	SPEC MTG	SPEC MTG	Total Mtgs. Att.	Total Absent	Percent Attended Available
REGULAR MEMBERS																	
Richard Astrein	P	A	P	P	P	P	P	P							7	1	88%
Samy Eid	P	P	P	A	P	P	P	P							7	1	88%
Doug Fehan	P	P	P	P	P	P	P	A							7	1	88%
Geoffrey Hockman	P	P	P	P	P	P	P	P							8	0	100%
Zachary Kay	P	P	P	P	P	P	P	P							8	0	100%
Jessica Lundberg	P	A	P	P	P	P	A	P							6	2	75%
Amy Pohlod	P	P	P	P	P	P	P	P							8	0	100%
Steve Quintal	A	P	P	P	P	P	P	P							7	1	88%
Bill Roberts	P	P	P	P	P	P	P	P							8	0	100%
Judy Solomon	A	P	A	A	A	A	P	A							2	6	25%
Sam Surnow	A	P	P	P	P	P	P	P							7	1	88%
Joe Valentine	P	P	P	P	P	P	P	P							7	0	100%
Reserved															0	0	#DIV/0!
Reserved															0	0	#DIV/0!
Present or Available	9	10	11	10	11	11	11	10	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
SEPTEMBER 2020

DUE TO COVID-19

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

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

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

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