



The Shopping District

**Birmingham Shopping District Agenda
Thursday, April 1, 2021 8:30 a.m.**

Join Zoom Meeting

<https://zoom.us/j/96616062690>

Meeting ID: 966 1606 2690

1. Call to order and Roll Call of Board
2. Recognition of Visitors
3. Approval of Minutes for March 4, 2021
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 - Astrein
6. Approval of Vouchers
7. Unfinished Business
8. New Business
 - a. Approval of Addendum to Third Party Retail Recruiter agreement
 - b. Approval of BSD Committee application – Ron Rea
 - c. Approval of BSD Committee application – Sarvy Lipari
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, March 4, 2021 - 8:30 a.m.
ZOOM Meeting

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, March 4, 2021, at 8:30 a.m. via ZOOM Meetings

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein (Birmingham, MI), Eid (Birmingham, MI), Hockman (Bloomfield Hills, MI), Kay (Birmingham, MI), Lundberg (Bloomfield Hills, MI), Markus (Birmingham, MI), McKenzie (Birmingham, MI), Pohlod (Birmingham, MI), Quintal (Birmingham, MI), Roberts (Bloomfield Hills, MI)

ABSENT: Surnow

ALSO PRESENT:

ADMINISTRATION: Brook (Royal Oak, MI), Bassett (Birmingham, MI), Comerford (White Lake, MI), Gerber (Birmingham, MI)

2. RECOGNITION OF VISITORS

David Hoehendorf, Doug Fehan, Shannon Selby

3. APPROVAL OF MINUTES

MOTION: Motion by Astrein, seconded by Kay to approve the minutes dated February 4, 2021.

VOTE: Yeas, 10 Nays, 0 Absent, 0

4. BOARD MEMBER COMMENTS

5. REPORTS

a. FINANCE REPORT – GERBER

Gerber reported that the January balance sheet shows approximately \$551,000 in cash. Funds are continuing to come in from the special assessment. We billed out approximately \$1,054,000. As of January reporting, approximately 22% had been collected leaving a balance of \$820,000. The deadline for these bills is tomorrow, March 5. As of yesterday, 63% had been collected. This is slightly lower than in the past, but not unexpected. We will continue to collect until the end of May. At that time, unpaid assessments will be sent to Oakland County for collection with taxes.

The fund balance is approximately \$435,000. We are currently 58% of the way through the budget year. There is very little that is of concern right now. Downtown maintenance is at 61%. Therefore, we will keep an eye on that. Some expenditures have not been able to occur due to COVID-19. The cash flow year to date is \$172,000 less than projected. This is due to assessments being mailed later than usual and a slower start to them being paid.

Astrein asked if there is a penalty for assessments paid after the March 5 deadline. Gerber responded that there is a penalty. He said that commission did not waive the penalties. Roberts asked who gets penalties that are collected. Gerber said that they would go to the BSD. He said that they transfer the amount of the special assessment and the late fees plus 15% when it goes to the tax roll. Roberts noted that theoretically, if we collected all of the money billed, we would be over \$800,000 now. Gerber agreed.

b. EXECUTIVE DIRECTOR REPORT

No report given

c. COMMITTEE REPORTS:

SPECIAL EVENTS - ASTREIN

Astrein reported that we had originally budgeted \$20,000 toward Birmingham Bucks for the Birmingham Restaurant Week promotion. The receipts submitted brought the total amount of Birmingham Bucks distributed to over \$41,000. The committee felt that it was in the BSD's best interest to fulfil all requests for Bucks.

Roberts shared that overall, he was pleased with the Restaurant Week promotion. He added that he is looking forward to being able to open his restaurant to 50% capacity.

Astrein thanked the BSD team for fulfilling the Birmingham Bucks submissions as over 700 people submitted their receipts.

Astrein reported that City Commission approved the three special event applications submitted – Farmers Market, Movie Nights and Day on the Town. The Farmers Market will open as a walkable market but will keep things basic. We will see what elements we can add as the season progresses.

The committee decided to postpone the next Birmingham Bucks promotion until fall. The group is quite excited about the new website after getting a preview of it at the last meeting.

MARKETING & ADVERTISING - POHLOD

Pohlod reported that work on the new website continues. The committee has worked on how to define categories and sub-categories. There is still some work being done. The committee expects the new site to go live in mid-March.

The committee had to postpone the spring fashion promotional video shoot. It will take place at The Daxton on March 30 and will have a target launch date the week of April 12.

Pohlod gave the board a virtual tour of the new website showing some of the new functionality and options that we will have. She explained the decision to use more muted colors that will not go out of style while still being ADA compliant with a call out color. She shared that they may add some additional descriptions and categories in the future.

On behalf of the board and constituents, Hockman thanked Pohlod and the committee for the phenomenal job they have done. He recognized what an improvement it is from the current site and the amount of time that went into it. Hockman asked about the rollout plan.

Pohlod said that when it is ready we would send an email to merchants and do Instagram and Facebook promotions. Hockman suggested that the next merchant meeting might also be a good place to share the new website. Pohlod thanked everyone for their comments and let them know that they would receive a link to the development site.

Astrein asked if we have funding to cover updates for the new website. Hockman agreed that we need to keep this in mind and pointed out that staff will be able to handle many of the updates. Pohlod added that they would allocate part of the marketing budget to the website for updates and additional functionality.

MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL

Quintal shared that they received bids for hanging baskets and planters. The current vendors were the lowest bidders. He added that the DPS appreciation luncheon would be held soon.

Snow removal needs to go out to bid. Quintal questioned if we are limited to a three-year contract. Markus responded that he did not think so, but he would confirm. Quintal said that he would like to be able to extend another year or two. Markus explained that they prefer to limit contracts to three years so they can check the marketplace. He said that city commission is actively encouraging review, but he believes that there is some flexibility. Bids are required for expenses of \$6,000 or more. Markus has asked legal counsel to prepare a ballot initiative to bring this issue up to date, as \$6,000 is now a very low threshold.

Quintal added that during the last snowfall the contractor had two pieces of equipment breakdown, which caused a delay in clearing the triangle district.

BUSINESS DEVELOPMENT - MCKENZIE

McKenzie said that they would be adding collateral to the business development portion of the website. He explained that the recruitment and retention report shows that two deals became signed leases. Number 4 was a store choosing to stay in Birmingham instead of moving to Somerset and number three is a home-furnishing store that will become an anchor tenant due to the square footage. The store is expected to be a magnet to others.

McKenzie added that site visits are going well and that Ciura is feeling positive about the future. The Detroit Free Press is doing a story about Linda Dresner closing. We were able to share positive things that we have done.

The committee is also working on revising Ciura's contract as it is up for renewal.

Hockman added that he wants the board to understand that what we have now is a dashboard that is easier to understand. We are now more easily able to see what is happening. He thanked McKenzie for his efforts. McKenzie asked board members to share their feedback and let them know that he will be adding a distinction to show which are new businesses and which are retentions.

EXECUTIVE BOARD REPORT - HOCKMAN

Hockman shared that the committee has narrowed down the list of candidates for the executive director position to seven. Interviews are scheduled for next week. The committee will then decide if a second interview is needed. The goal is to have a recommendation for the board at the April meeting.

Hockman also reported on committee appointments. McKenzie was appointed as vice chair of the business development committee. Pohlod was appointed to the executive committee. Ron Rae was appointed to the maintenance and capital committee.

Hockman added that he has been working closely with staff and he wants the board to understand that the staff has stepped up and is doing a phenomenal job. Things are running well. Hockman thanked the staff for their efforts.

d. PARKING REPORT - ASTREIN

Astrein reported that staff recommended that free parking in the structures be extended through the end of June. They counted vehicles in the structure, and found that usage was at only 37%. The committee passed the free parking extension. The next step is for it to get approval from city commission.

Over 500 permits have been canceled in the structures and are now available to sell. Approximately 1,600 requests have been removed from the waiting list. This committee would like to look into the remaining 5,200 on the waiting list.

e. CHAMBER REPORT

There was no report from the Chamber.

f. COMMUNITY HOUSE REPORT

There was no report from The Community House.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Astrein, seconded by Kay to approve the vouchers, as submitted, dated March 4, 2021.

VOTE: Yeas, 10 Nays, 0 Absent, 0

7. UNFINISHED BUSINESS

8. NEW BUSINESS

a. Spring/Summer Floral Planters Agreement

MOTION: Motion by Astrein, seconded by Kay to approve the agreement with Mosher & Associates, LLC for Spring/Summer Floral Planters pending signatures.

VOTE: Yeas, 10 Nays, 0 Absent, 0

b. Floral Hanging Baskets Agreement

MOTION: Motion by Astrein, seconded by Pohlod to approve the agreement with Worry Free, Inc. for Floral Hanging Baskets pending signatures.

VOTE: Yeas, 10 Nays, 0 Absent, 0

c. Creation of Director Emeritus Position

Hockman shared that Fehan has been a life-long Birmingham resident. He recently moved, but has expressed an interest in remaining involved with the BSD. He has been very involved and helpful in all matters. Therefore, Hockman suggests creating a position of Director Emeritus.

MOTION: Motion by Astrein, seconded by McKenzie to create the position of Director Emeritus on the BSD board with the following guidelines:

1. The BSD shall create the position of Director Emeritus for members of the BSD Board who no longer qualify to serve on the Board due to residency or change in location.
2. A Director Emeritus may be appointed by a majority vote of the Board provided the Director seeking this appointment has a minimum service of ten (10) years with the BSD.
3. The Director Emeritus position shall be a non-voting position, but may participate in all Board and Committee meeting discussions and voice opinions, as he/she deems appropriate.

VOTE: Yeas, 10 Nays, 0 Absent, 0

d. Appoint Director Emeritus

Hockman thanked Fehan for his service. He expressed the board's appreciation of all of his efforts and said that they are glad that he is willing to stay involved.

MOTION: Motion by Astrein, seconded by Pohlod to appoint Douglas Fehan as Director Emeritus, seeing that he has provided the minimum qualifications of ten (10) years of service to the Board. As Director Emeritus, Douglas Fehan shall be permitted to participate in all Board and Committee meeting discussions, but will be a non-voting member of the Board.

VOTE: Yeas, 10 Nays, 0 Absent, 0

9. INFORMATION

a. Retail Activity

b. Announcements

c. Letters, Board Attendance & Monthly Meeting Schedule

10. PUBLIC COMMENTS

Markus confirmed his earlier thought that contracts can be for a term of longer than three years if the board chooses to write them in that manner.

Pohlod thanked the board for their positive comments and made sure to let everyone know that work on the new website has been a team effort. She thanked the other board members who also serve on the marketing committee, Kay, Eid, and Lundberg as well as Bassett and Comerford for the many hours that they have dedicated to the project.

11. ADJOURNMENT – 9:35 A.M.

Respectfully submitted,
Jaimi Brook (back-up notes on file)

Fund 247 PRINCIPAL SHOPPING DISTRICT

GL Number	Description	Balance
*** Assets ***		
247-000.000-004.0000	PETTY CASH	250.00
247-000.000-005.0000	CASH AND INVESTMENTS	772,678.20
247-000.000-028.0000	MISCELLANEOUS	1,743.72
247-000.000-028.9999	ALLOW FOR DOUBTFUL ACCTS.	(1,653.72)
247-000.000-045.0886	PSD PEC ASSESS 20-21 #886 RECEIVAE	501,771.61
247-000.000-048.0885	PSD 2019-2020 DELQ SAD	1,513.99
Total Assets		1,276,303.80
*** Liabilities ***		
247-000.000-202.0000	ACCOUNTS PAYABLE	41,943.78
247-000.000-255.0001	GIFT CERTIFICATES	450.00
247-000.000-367.0300	DEFER. INFLOWS - MISCELLANEOUS INV	90.00
247-000.000-367.0700	DEFER. INFLOWS - SPECIAL ASSESSMEN	501,771.61
247-000.000-367.0800	DEFER. INFLOWS - DELQ SPECIAL ASSE	1,513.99
Total Liabilities		545,769.38
*** Fund Balance ***		
247-000.000-391.0000	RETAINED EARNINGS	885,969.25
Total Fund Balance		885,969.25
Beginning Fund Balance		885,969.25
Net of Revenues VS Expenditures		(155,434.83)
Ending Fund Balance		730,534.42
Total Liabilities And Fund Balance		1,276,303.80

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 02/28/2021

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 02/28/2021	ACTIVITY FOR MONTH 02/28/2021	AVAILABLE 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	247,280.00	0.00	0.00	247,280.00	0.00
USE OF FUND BALANCE		247,280.00	0.00	0.00	247,280.00	0.00
INTERGOVERNMENTAL						
247-000.000-528.0000-COV-OCREST	OTHER FEDERAL GRANTS	0.00	0.00	0.00	0.00	0.00
INTERGOVERNMENTAL		0.00	0.00	0.00	0.00	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	100.00
CHARGES FOR SERVICES		25,000.00	25,000.00	0.00	0.00	100.00
INTEREST AND RENT						
247-000.000-664.0000	INVESTMENT INCOME	13,700.00	6,126.74	495.13	7,573.26	44.72
247-000.000-666.0001	SPECIAL ASSESSMENT INTEREST	0.00	0.00	0.00	0.00	0.00
INTEREST AND RENT		13,700.00	6,126.74	495.13	7,573.26	44.72
SPECIAL ASSESSMENTS						
247-000.000-672.0247	FUTURE SPECIAL ASSESSEMENTS - PSD	1,030,930.00	0.00	0.00	1,030,930.00	0.00
247-000.000-672.0868	PSD SPECIAL ASSESSMENT 2015-2016	0.00	0.00	0.00	0.00	0.00
247-000.000-672.0870	PSD SPECIAL ASSESS REV 17-18 #870	0.00	0.00	0.00	0.00	0.00
247-000.000-672.0884	PSD SPEC ASSESS REVENUE 2018-2019	0.00	0.00	0.00	0.00	0.00
247-000.000-672.0885	PSD SPEC ASSESS REVENUE 2019-2020	24,040.00	53,403.73	(222,723.31)	(29,363.73)	222.15
247-000.000-672.0886	PSD SPECIAL ASSESS REV 2020-2021	0.00	552,170.58	552,170.58	(552,170.58)	100.00
SPECIAL ASSESSMENTS		1,054,970.00	605,574.31	329,447.27	449,395.69	57.40
OTHER REVENUE						
247-000.000-674.0009	PROCEEDS FROM FUNDRAISING	0.00	0.00	0.00	0.00	0.00
247-000.000-676.0001	CONTR FROM PRIVATE SOURCE	190,000.00	6,340.00	300.00	183,660.00	3.34
247-000.000-677.0001	SUNDRY & MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00
OTHER REVENUE		190,000.00	6,340.00	300.00	183,660.00	3.34
Total Dept 000.000		1,530,950.00	643,041.05	330,242.40	887,908.95	42.00
TOTAL REVENUES		1,530,950.00	643,041.05	330,242.40	887,908.95	42.00
Expenditures						
Dept 298.000 - PUBLIC RELATIONS						
PERSONNEL SERVICES						
247-298.000-702.0001	SALARIES & WAGES DIRECT	32,700.00	8,830.01	1,586.27	23,869.99	27.00
247-298.000-702.0002	OVERTIME PAY	0.00	0.00	0.00	0.00	0.00
247-298.000-702.0003	LONGEVITY	550.00	0.00	0.00	550.00	0.00
247-298.000-706.0000	LABOR BURDEN	0.00	0.00	0.00	0.00	0.00
247-298.000-706.0001	FICA	2,550.00	629.35	98.55	1,920.65	24.68
247-298.000-706.0002	HOSPITALIZATION	4,710.00	45.63	0.00	4,664.37	0.97
247-298.000-706.0007	WORKER'S COMPENSATION	110.00	27.70	4.97	82.30	25.18
247-298.000-706.0012	RETIREMNT-DEF CONTR EMPLR	3,160.00	41.73	0.00	3,118.27	1.32
247-298.000-706.0013	RET HLTH SVGS CONTR EMPLR	690.00	8.86	0.00	681.14	1.28

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 02/28/2021

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 02/28/2021	ACTIVITY FOR MONTH 02/28/2021	AVAILABLE BALANCE	% BDGT USED
Fund 247 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
PERSONNEL SERVICES		44,470.00	9,583.28	1,689.79	34,886.72	21.55
Total Dept 298.000 - PUBLIC RELATIONS						
		44,470.00	9,583.28	1,689.79	34,886.72	21.55
Dept 441.005 - DOWNTOWN MAINTENANCE						
PERSONNEL SERVICES						
247-441.005-702.0001	SALARIES & WAGES DIRECT	55,510.00	32,986.77	2,114.10	22,523.23	59.42
247-441.005-702.0002	OVERTIME PAY	26,450.00	18,977.39	857.55	7,472.61	71.75
247-441.005-702.0003	LONGEVITY	340.00	160.37	0.00	179.63	47.17
247-441.005-702.0004	HOLIDAY PAY	0.00	0.00	0.00	0.00	0.00
247-441.005-706.0000	LABOR BURDEN	0.00	0.00	0.00	0.00	0.00
247-441.005-706.0001	FICA	6,560.00	3,898.27	220.61	2,661.73	59.42
247-441.005-706.0002	HOSPITALIZATION	10,460.00	6,552.90	401.32	3,907.10	62.65
247-441.005-706.0003	LIFE INSURANCE	200.00	165.78	11.75	34.22	82.89
247-441.005-706.0004	RETIRE CONTRIB HEALTH	12,610.00	7,389.32	897.76	5,220.68	58.60
247-441.005-706.0005	DENTAL/OPTICAL	630.00	377.14	31.61	252.86	59.86
247-441.005-706.0006	LT/ST DISABILITY	640.00	396.70	26.72	243.30	61.98
247-441.005-706.0007	WORKER'S COMPENSATION	1,580.00	1,290.35	79.81	289.65	81.67
247-441.005-706.0008	SICK TIME PAYOUT	0.00	0.00	0.00	0.00	0.00
247-441.005-706.0009	DEFERRED COMPENSATION	0.00	0.00	0.00	0.00	0.00
247-441.005-706.0010	RETIREMENT EMPLOYER CNTB	7,270.00	4,614.56	576.82	2,655.44	63.47
247-441.005-706.0011	HRA BENEFIT	100.00	0.00	0.00	100.00	0.00
247-441.005-706.0012	RETIREMNT-DEF CONTR EMPLR	2,210.00	3,222.31	189.76	(1,012.31)	145.81
247-441.005-706.0013	RET HLTH SVGS CONTR EMPLR	1,010.00	997.63	52.63	12.37	98.78
PERSONNEL SERVICES		125,570.00	81,029.49	5,460.44	44,540.51	64.53
OTHER CHARGES						
247-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	43,000.00	29,389.44	1,819.03	13,610.56	68.35
OTHER CHARGES		43,000.00	29,389.44	1,819.03	13,610.56	68.35
Total Dept 441.005 - DOWNTOWN MAINTENANCE						
		168,570.00	110,418.93	7,279.47	58,151.07	65.50
Dept 748.000 - PRINCIPAL SHOPPING DISTRICT						
PERSONNEL SERVICES						
247-748.000-702.0001	SALARIES & WAGES DIRECT	234,900.00	134,428.98	8,190.53	100,471.02	57.23
247-748.000-702.0002	OVERTIME PAY	0.00	434.39	0.00	(434.39)	100.00
247-748.000-702.0003	LONGEVITY	0.00	0.00	0.00	0.00	0.00
247-748.000-706.0000	LABOR BURDEN	0.00	0.00	0.00	0.00	0.00
247-748.000-706.0001	FICA	17,970.00	9,921.14	619.80	8,048.86	55.21
247-748.000-706.0002	HOSPITALIZATION	37,340.00	21,554.93	1,159.58	15,785.07	57.73
247-748.000-706.0003	LIFE INSURANCE	950.00	499.14	0.00	450.86	52.54
247-748.000-706.0004	RETIRE CONTRIB HEALTH	5,620.00	3,741.36	467.67	1,878.64	66.57
247-748.000-706.0005	DENTAL/OPTICAL	1,640.00	852.58	0.00	787.42	51.99
247-748.000-706.0006	LT/ST DISABILITY	990.00	512.82	0.00	477.18	51.80
247-748.000-706.0007	WORKER'S COMPENSATION	740.00	670.76	25.80	69.24	90.64
247-748.000-706.0008	SICK TIME PAYOUT	0.00	0.00	0.00	0.00	0.00
247-748.000-706.0010	RETIREMENT EMPLOYER CNTB	4,830.00	3,218.00	402.25	1,612.00	66.63
247-748.000-706.0011	HRA BENEFIT	0.00	0.00	0.00	0.00	0.00
247-748.000-706.0012	RETIREMNT-DEF CONTR EMPLR	10,370.00	5,412.69	0.00	4,957.31	52.20
247-748.000-706.0013	RET HLTH SVGS CONTR EMPLR	1,820.00	966.00	0.00	854.00	53.08

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 02/28/2021

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 02/28/2021	ACTIVITY FOR MONTH 02/28/2021	AVAILABLE BALANCE	% BDGT USED
Fund 247 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
PERSONNEL SERVICES		317,170.00	182,212.79	10,865.63	134,957.21	57.45
OTHER CHARGES						
247-748.000-801.0200	LEGAL SERVICES	3,000.00	1,886.01	44.71	1,113.99	62.87
247-748.000-802.0100	AUDIT	760.00	756.10	0.00	3.90	99.49
247-748.000-811.0000	OTHER CONTRACTUAL SERVICE	0.00	0.00	0.00	0.00	0.00
247-748.000-828.0300	PARKING VALET SERVICES	90,000.00	2,100.00	0.00	87,900.00	2.33
247-748.000-829.0100	SNOW REMOVAL CONTRACT	59,000.00	52,858.15	11,341.61	6,141.85	89.59
247-748.000-829.0200	WEB SITE MAINTENANCE	5,500.00	1,641.68	0.00	3,858.32	29.85
247-748.000-851.0000	TELEPHONE	1,750.00	1,104.32	149.96	645.68	63.10
247-748.000-901.0000	PRINTING & PUBLISHING	0.00	0.00	0.00	0.00	0.00
247-748.000-901.0400	MARKETING & ADVERTISING	275,000.00	247,794.61	24,230.81	27,205.39	90.11
247-748.000-901.0500	PUBLIC RELATIONS	10,000.00	4,410.00	0.00	5,590.00	44.10
247-748.000-903.0000	TENANT RECRUITMENT	160,000.00	43,767.29	2,863.33	116,232.71	27.35
247-748.000-904.0000	PRINTING PSD MAGAZINE	60,000.00	44,000.00	0.00	16,000.00	73.33
247-748.000-909.0000	SPECIAL EVENTS	200,000.00	55,586.64	9,776.90	144,413.36	27.79
247-748.000-933.0200	EQUIPMENT MAINTENANCE	1,200.00	498.98	0.00	701.02	41.58
247-748.000-935.0200	MAINTENANCE SHOPPING DIST	85,000.00	10,055.78	0.00	74,944.22	11.83
247-748.000-941.0000	EQUIPMENT RENTAL OR LEASE	0.00	0.00	0.00	0.00	0.00
247-748.000-942.0000	COMPUTER EQUIPMENT RENTAL	20,930.00	13,953.36	1,744.17	6,976.64	66.67
247-748.000-944.0000	BUILDING OR FACILITY RENT	12,000.00	8,000.00	1,000.00	4,000.00	66.67
247-748.000-955.0100	TRAINING	1,000.00	246.50	246.50	753.50	24.65
247-748.000-955.0300	MEMBERSHIP & DUES	1,600.00	1,109.00	0.00	491.00	69.31
247-748.000-955.0400	CONFERENCES & WORKSHOPS	3,000.00	0.00	0.00	3,000.00	0.00
247-748.000-957.0400	LIAB INSURANCE PREMIUMS	4,500.00	3,000.00	375.00	1,500.00	66.67
247-748.000-962.0000	MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00
OTHER CHARGES		994,240.00	492,768.42	51,772.99	501,471.58	49.56
SUPPLIES						
247-748.000-727.0000	POSTAGE	3,000.00	0.00	0.00	3,000.00	0.00
247-748.000-729.0000	OPERATING SUPPLIES	3,500.00	3,492.46	16.59	7.54	99.78
247-748.000-799.0000	EQUIPMENT UNDER \$5,000	0.00	0.00	0.00	0.00	0.00
SUPPLIES		6,500.00	3,492.46	16.59	3,007.54	53.73
CAPITAL OUTLAY						
247-748.000-972.0000	FURNITURE	0.00	0.00	0.00	0.00	0.00
CAPITAL OUTLAY		0.00	0.00	0.00	0.00	0.00
Total Dept 748.000 - PRINCIPAL SHOPPING DISTRICT						
		1,317,910.00	678,473.67	62,655.21	639,436.33	51.48
TOTAL EXPENDITURES						
		1,530,950.00	798,475.88	71,624.47	732,474.12	52.16
Fund 247 - PRINCIPAL SHOPPING DISTRICT:						
TOTAL REVENUES		1,530,950.00	643,041.05	330,242.40	887,908.95	42.00
TOTAL EXPENDITURES		1,530,950.00	798,475.88	71,624.47	732,474.12	52.16
NET OF REVENUES & EXPENDITURES		0.00	(155,434.83)	258,617.93	155,434.83	100.00

PRINCIPAL SHOPPING DISTRICT
CASH FLOW
FOR THE MONTH OF FEBRUARY 2021

	<u>DESCRIPTION</u>	<u>PROJECTED</u>	<u>ACTUAL</u>	<u>VARIANCE</u>
	BEGINNING CASH BALANCE	\$ 723,558	\$ 588,474	\$ (135,084)
	CASH RECEIPTS:			
	Special Assessments	506,160	329,448	(176,712)
	Interest Income	960	495	(465)
	Advisory Parking Committee	-	-	-
	Special Event Revenue	<u>2,130</u>	<u>300</u>	<u>(1,830)</u>
	Sub-total cash receipts	509,250	330,243	(179,007)
	CASH DISBURSEMENTS:			
	OFFICE DISBURSEMENTS			
	PSD Personnel Costs	24,400	9,996	14,404
727.0000	Postage	-	-	-
729.0000	Supplies	280	96	184
801.0200	Legal	250	-	250
802.0100	Audit	-	-	-
811.0000	Other Contractual Service	-	-	-
933.0200	Equipment Maintenance	-	-	-
851.0000	Telephone	150	450	(300)
955.0100	Training	80	-	80
955.0300	Memberships & Dues	30	-	30
955.0400	Conferences & Workshops	250	-	250
942.0000	Computer Equipment Rental	1,750	1,744	6
957.0400	Liability Insurance	375	375	-
944.0000	Building Rent	<u>1,000</u>	<u>1,000</u>	<u>-</u>
	Sub-total Office Disbursements	28,565	13,661	14,904
	PROGRAM DISBURSEMENTS			
	DPS Downtown Maintenance	6,110	5,880	230
	Promotion Personnel Costs	3,700	1,690	2,010
	Gift Certificates Out	-	-	-
828.0300	Valet Services	-	-	-
829.0100	Snow Removal	14,834	11,342	3,492
935.0200	Maintenance PSD	-	-	-
901.0400	Marketing & Advertising	39,000	90,438	(51,438)
901.0500	Public Relations	1,000	2,000	(1,000)
903.0000	Tenant Recruitment	18,330	13,072	5,258
909.0000	Special Events	-	7,956	(7,956)
904.0000	PSD Magazine	-	-	-
829.0200	Web Site Maintenance	<u>-</u>	<u>-</u>	<u>-</u>
	Sub-total Program Disbursements	<u>82,974</u>	<u>132,378</u>	<u>(49,404)</u>
	Total Disbursements	111,539	146,039	(34,500)
	INCREASE (DECREASE) IN CASH BALANCE	<u>397,711</u>	<u>184,204</u>	<u>(213,507)</u>
	ENDING CASH BALANCE	<u>\$ 1,121,269</u>	<u>\$ 772,678</u>	<u>\$ (348,591)</u>

PRINCIPAL SHOPPING DISTRICT
ACTUAL CASH FLOW
FOR THE EIGHT MONTHS ENDED FEBRUARY 2021

DESCRIPTION	PROJECTED	ACTUAL	VARIANCE
BEGINNING CASH BALANCE	\$ 909,425	\$ 909,425	\$ -
CASH RECEIPTS:			
Special Assessments	1,037,460	641,729	(395,731)
Interest Income	7,540	6,127	(1,413)
Advisory Parking Committee	25,000	25,000	-
Special Event Revenue	<u>162,450</u>	<u>6,946</u>	<u>(155,504)</u>
Sub-total cash receipts	1,232,450	679,802	(552,648)
CASH DISBURSEMENTS:			
OFFICE DISBURSEMENTS			
PSD Personnel Costs	219,600	194,924	24,676
727.0000 Postage	1,600	-	1,600
729.0000 Supplies	2,380	3,510	(1,130)
801.0200 Legal	2,000	2,018	(18)
802.0100 Audit	760	756	4
811.0000 Other Contractual Service	-	-	-
933.0200 Equipment Maintenance	600	499	101
851.0000 Telephone	1,160	1,157	3
955.0100 Training	660	-	660
955.0300 Memberships & Dues	960	1,484	(524)
955.0400 Conferences & Workshops	2,500	-	2,500
942.0000 Computer Equipment Rental	13,930	13,952	(22)
957.0400 Liability Insurance	3,000	3,000	-
944.0000 Building Rent	<u>8,000</u>	<u>8,000</u>	<u>-</u>
Sub-total Office Disbursements	257,150	229,300	27,850
PROGRAM DISBURSEMENTS			
DPS Downtown Maintenance	127,630	116,717	10,913
Promotion Personnel Costs	29,650	10,963	18,687
Gift Certificates Out	-	100	(100)
828.0300 Valet Services	15,000	2,100	12,900
829.0100 Snow Removal	49,336	41,518	7,818
935.0200 Maintenance PSD	39,000	14,397	24,603
901.0400 Marketing & Advertising	192,000	242,515	(50,515)
901.0500 Public Relations	7,000	4,410	2,590
903.0000 Tenant Recruitment	86,640	48,986	37,654
909.0000 Special Events	155,000	59,841	95,159
904.0000 PSD Magazine	60,000	44,000	16,000
829.0200 Web Site Maintenance	<u>2,200</u>	<u>1,702</u>	<u>498</u>
Sub-total Program Disbursements	<u>763,456</u>	<u>587,249</u>	<u>176,207</u>
Total Disbursements	1,020,606	816,549	204,057
INCREASE (DECREASE) IN CASH BALANCE	<u>211,844</u>	<u>(136,747)</u>	<u>(348,591)</u>
ENDING CASH BALANCE	<u>\$ 1,121,269</u>	<u>\$ 772,678</u>	<u>\$ (348,591)</u>

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

DESCRIPTION	ACTUAL								PROJECTED				Total 2020-2021
	JULY 2020	AUGUST 2020	SEPTEMBER 2020	OCTOBER 2020	NOVEMBER 2020	DECEMBER 2020	JANUARY 2021	FEBRUARY 2021	MARCH 2021	APRIL 2021	MAY 2021	JUNE 2021	
BEGINNING CASH BALANCE	909,425	823,584	787,539	711,589	673,101	597,374	430,846	588,474	772,678	1,074,379	1,003,014	894,879	909,425
CASH RECEIPTS:													
2019 Assessment	539	35,615	5,611	-	-	-	-	10,304	-	-	1,500	-	53,569
2020 Assessment	-	-	-	-	-	-	270,516	319,144	400,000	-	-	-	989,660
Special Assessments	539	35,615	5,611	-	-	-	270,516	329,448	400,000	-	1,500	-	1,043,229
Interest Income	(76)	1,314	1,146	1,153	831	836	428	495	1,640	1,570	1,490	1,370	12,197
Advisory Parking Committee	-	-	-	25,000	-	-	-	-	-	-	-	-	25,000
Special Event Revenue	870	156	120	-	5,000	-	500	300	10,280	12,000	4,120	1,150	34,496
Sub-total cash receipts	1,333	37,085	6,877	26,153	5,831	836	271,444	330,243	411,920	13,570	7,110	2,520	1,114,922
CASH DISBURSEMENTS:													
OFFICE DISBURSEMENTS													
PSD Personnel Costs	33,345	21,860	20,936	24,851	23,808	36,050	24,078	9,996	24,400	24,400	24,400	24,370	292,494
727.00 Postage	-	-	-	-	-	-	-	-	-	400	400	600	1,400
729.00 Supplies	-	2,784	377	-	130	90	33	96	280	280	280	280	4,630
801.02 Legal	-	177	611	-	335	549	346	-	250	250	250	250	3,018
802.01 Audit	-	-	207	262	237	50	-	-	-	-	-	-	756
811.00 Other Contractual Service	1,440	-	-	-	-	-	-	-	-	-	-	-	1,440
933.02 Equipment Maintenance	-	-	218	-	217	-	64	-	300	-	-	300	1,099
851.00 Telephone	102	103	100	100	100	100	102	450	140	150	150	150	1,747
955.01 Training	-	-	-	-	-	-	-	-	90	80	80	90	340
955.03 Memberships & Dues	-	375	575	-	-	305	229	-	-	270	370	-	2,124
955.04 Conferences & Workshops	-	-	-	-	-	-	-	-	-	-	400	100	500
942.00 Computer Equipment Rental	1,744	1,744	1,744	1,744	1,744	1,744	1,744	1,744	1,750	1,750	1,750	1,750	20,952
957.04 Liability Insurance	375	375	375	375	375	375	375	375	375	375	375	375	4,500
944.00 Building Rent	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
Sub-total Office Disbursements	38,006	28,418	26,143	28,332	27,946	40,263	27,971	13,661	28,585	28,955	29,455	29,265	347,000
PROGRAM DISBURSEMENTS													
DPS Downtown Maintenance	26,958	15,187	14,773	15,679	10,556	17,957	9,727	5,880	6,110	6,110	6,110	22,610	157,657
Promotion Personnel Costs	1,950	-	-	875	1,749	2,915	1,784	1,690	3,710	3,710	3,700	3,700	25,783
Gift Certificates Out	-	25	-	-	75	-	-	-	-	-	-	-	100
828.03 Valet Services	-	-	2,000	100	-	-	-	-	-	-	-	-	2,100
829.01 Snow Removal	-	-	-	-	9,417	9,417	11,342	11,342	14,834	9,830	-	-	66,182
935.02 Maintenance PSD	3,703	638	638	827	6,241	211	2,139	-	8,000	7,000	8,000	8,000	45,397
901.04 Marketing & Advertising	10,778	17,491	19,077	2,501	6,823	45,153	50,254	90,438	29,000	10,000	10,000	9,000	300,515
901.05 Public Relations	-	-	-	-	2,000	-	410	2,000	-	1,000	1,000	1,000	7,410
903.00 Tenant Recruitment	(528)	7,443	6,911	3,860	9,777	3,113	5,338	13,072	18,330	18,330	18,330	18,370	122,346
909.00 Special Events	7,687	3,928	13,285	5,467	5,392	11,335	4,791	7,956	-	-	37,000	8,000	104,841
904.00 PSD Magazine	-	-	-	7,000	-	37,000	-	-	-	-	-	-	44,000
829.02 Web Site Maintenance	60	-	-	-	1,582	-	60	-	1,650	-	1,650	-	5,002
Sub-total Program Disbursements	50,608	44,712	56,684	36,309	53,612	127,101	85,845	132,378	81,634	55,980	85,790	70,680	881,333
Total Disbursements	88,614	73,130	82,827	64,641	81,558	167,364	113,816	146,039	110,219	84,935	115,245	99,945	1,228,333
INCREASE (DECREASE) IN CASH BALANCE	(87,281)	(36,045)	(75,950)	(38,488)	(75,727)	(166,528)	157,628	184,204	301,701	(71,365)	(108,135)	(97,425)	(113,411)
ENDING CASH BALANCE	822,144	787,539	711,589	673,101	597,374	430,846	588,474	772,678	1,074,379	1,003,014	894,879	797,454	796,014



The Shopping District

Special Events Committee

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

Staff: Brook

1. **No meeting held in March.**
2. **Restaurant Week**
 - a. We distributed over \$41,000 in Birmingham Bucks to over 600 diners who submitted receipts.
 - b. Initial reports show that recipients spent all but approximately \$3,000-\$4,000 of the Birmingham Bucks.
3. **Farmers Market**
 - a. More than 50 vendors have submitted applications to be a part of the market this year.
 - b. Brook is working with Chief Wells on appropriate safety measures.
 - c. We are booking live music for each market Sunday.
4. **Movie Nights**
 - a. Brook is looking into options for a Plan B – possibly a drive-in movie set-up at Seaholm High School.
 - b. We have begun reaching out to potential sponsors.
5. **Pay it Forward**
 - a. The committee is planning to try a Pay it Forward day with 5 small businesses (coffee shops, bakeries, juice bar).
 - b. This is tentatively scheduled for April 15th.

NEXT MEETING: Friday, April 9 at 8:30 a.m. via Zoom

2020-21 Budget: \$190,000

Remaining balance after April vouchers: \$103,777



The Shopping District

Marketing & Advertising Committee Meeting

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

Darakjian taking an extended leave of absence from committee.

Staff: Bassett

1. No meeting held in March.

2. Website

In preparation for the March 25 launch, the Committee and BSD staff are completing final testing the new website in the development environment. The launch date was revised from March 9, to allow for additional development work to be completed by Miles and to accommodate the additional time needed to complete further testing.

3. Spring Fashion Video

The Committee continues to work on the Spring Fashion Video shoot taking place at the Daxton Hotel on March 30. The final video is scheduled to be complete the week of April 12. A media plan to produce the video is in development.

NEXT MEETING: Thursday, April 15 at 8:30 a.m.

Marketing 2020-21 Budget: \$275,000

Remaining balance after April vouchers: \$15,341

Magazine 2020-21 Budget: \$60,000

Remaining balance after April vouchers: \$9,000



The Shopping District

Maintenance/Capital Improvement Committee

March 9, 2021 – ZOOM meeting

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

Staff: Comerford, Wood, Laird, McGaughey, Jurek

1. Welcome and Introductions:

PRESENT: Quintal, Fehan, Pohlod, Roberts

ABSENT: Ceresnie, Rea

ADMINISTRATION: Comerford, McGaughey, Jurek

VISITORS: Katy Desautels

2. Merrill Street Lighting:

- a. The committee still needs to decide a new plan for hanging the lights, but is in agreement on needing to get a chandelier for the center.

3. Holiday Lighting:

- a. DPS will begin taking down chandeliers week of March 9. DPS has ordered extra transformers for next year to keep on hand. This will allow them to replace immediately, if there is an issue.

4. Floral Planter:

- a. The committee discussed with Katy at Mosher joining the meeting new ideas for the summer planters. Taller rather than wider with more color. Mosher will begin planting the week before Memorial Day.

5. DPS Appreciation Luncheon:

- a. The BSD will be providing lunch for the DPS workers as a thank you for all their hard work and beautiful job on the Holiday lights throughout the City. The luncheon will be April 1.

NEXT MEETING: April 13, 2021

2020-21 Budget: \$70,000

Remaining balance April vouchers: \$55,872

Snow removal 2020-21 Budget: \$74,000

Remaining balance after April vouchers: \$9,699



Business Development Committee

March 25, 2021

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

Staff: Bassett

1. Welcome and Introductions

PRESENT: Surnow, McKenzie, Hockman, Quintal

ADMINISTRATION: Bassett

GUESTS: Cindy Ciura, CC Consulting

2. Recruitment Developments

- a. Committee discussed the need to develop a plan to support the RH project process
- b. Ciura updated the committee on the Pipeline report. Highlights include:
 - i. One potential deal on N. Old Woodward has significant interest from the tenant and developer. A decision should be made during a meeting with all parties on April 8.
 - ii. A national retailer is in lease negotiations for a space on W. Maple
 - iii. A lease has been signed on S. Old Woodward for a current Birmingham tenant relocation and expansion
- c. Ciura mentioned that there continues to be significant interest in Birmingham from national retailers. The challenge is finding the right space configurations and working through various clauses that exist in this new COVID environment.

3. Retention Activities

- a. Birmingham Fire Department and BSD distributed restaurant relief funds and equipment totaling approximately \$107,000 over the last few weeks
- b. BSD completed a PPE distribution at City Hall
- c. Nearly all of the \$40,000 distributed during the Restaurant Week Birmingham Bucks promotion was redeemed
- d. BSD launched a new website 3/25

4. Recruitment Materials

- a. Ciura and Bassett to discuss current recruitment packet and Shopping Center Business publication advertising updates in preparation for new director

5. Retail Consultant Contract Renewal

- a. Committee made a motion to recommend Cindy Ciura's updated contract to the Board for approval at the April Board Meeting.

NEXT MEETING: April 22, 2021

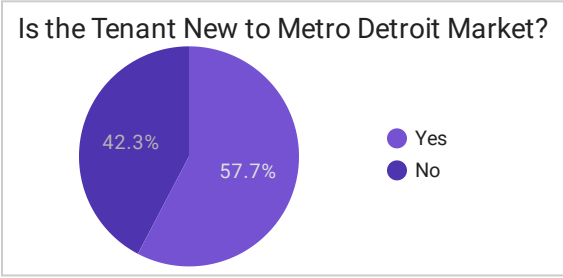
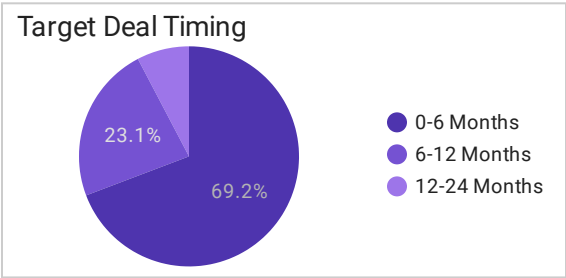
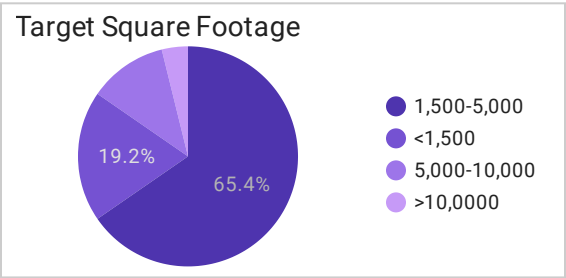
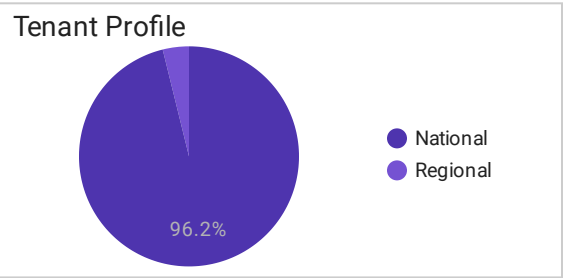
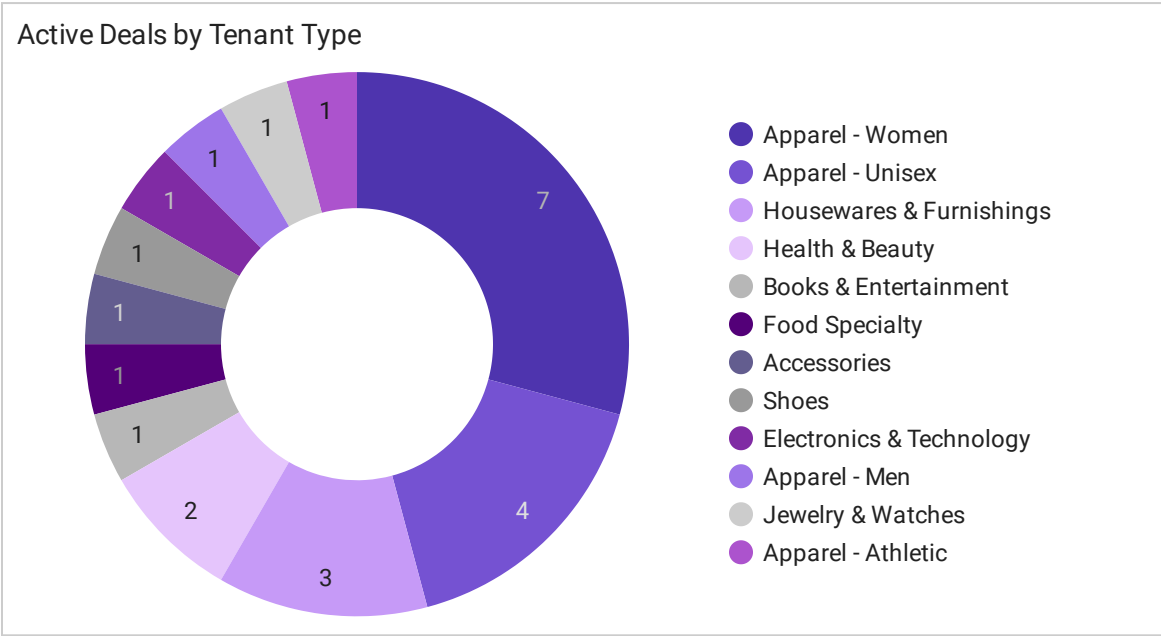
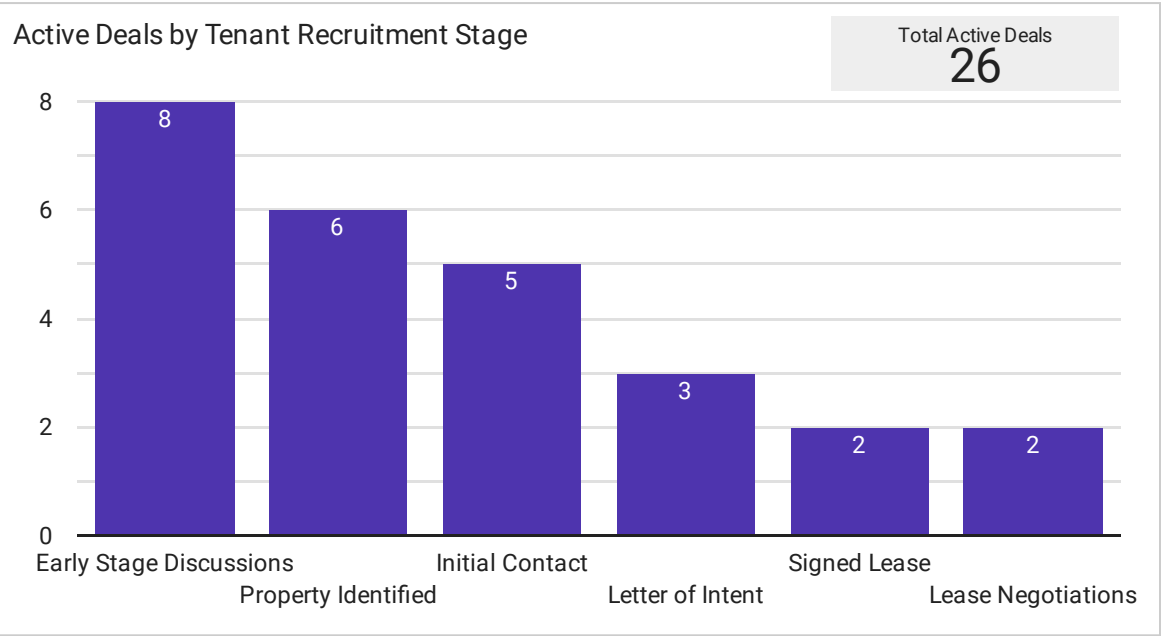
2020-21 Budget: \$160,000

Remaining balance after April vouchers: \$105,935

Birmingham Shopping District Tenant Recruitment Pipeline Report

Select Date Range:

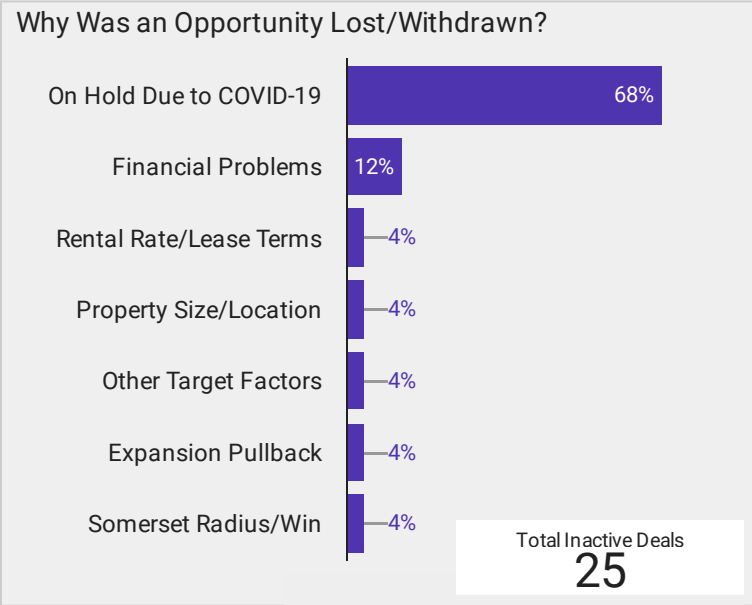
Jan 1, 2020 - Mar 31, 2021



Active Deals with Signed Letter of Intent

	Tenant Type	Tenant Profile	Deal Target Timing	Target Square Footage	Street Location	Stage	Most Recent Tracking Date
1.	Housewares & Furnishings	National	12-24 Months	5,000-10,000	N Old Woodward	Letter of Intent	Mar 23, 2021
2.	Apparel - Women	National	0-6 Months	1,500-5,000	S Old Woodward	Signed Lease	Mar 23, 2021
3.	Apparel - Unisex	National	0-6 Months	1,500-5,000	S. Old Woodward	Letter of Intent	Mar 23, 2021
4.	Health & Beauty	National	0-6 Months	1,500-5,000	W Maple	Lease Negotiations	Mar 23, 2021
5.	Housewares & Furnishings	National	0-6 Months	5,000-10,000	W Maple	Lease Negotiations	Mar 23, 2021
6.	Housewares & Furnishings	National	12-24 Months	>10,000	Woodward & Brown	Signed Lease	Feb 24, 2021
7.	Apparel - Athletic	National	0-6 Months	<1,500	S Old Woodward	Letter of Intent	Feb 24, 2021

1 - 7 / 7



SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

APRIL 2021

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
The Shade Store	142	Old Woodward, South	Home furnishings	03/02/21	Scheduled to Open
Vestalia Home	794	Old Woodward, North	Home furnishings	02/04/21	Scheduled to Open
Area Rugs	202	Maple Road, East	Home furnishings - rugs	01/18/21	Scheduled to Open
Bombshell Beauty Aesthetics	555	Old Woodward, South, Suite 20U	Medical	01/18/21	Scheduled to Open
Clean Juice	148	Pierce Street	Juice bar	11/01/20	Scheduled to Open
Birmingham Pub	555	Old Woodward, South	Restaurant	09/18/20	Scheduled to Open
DiMaggio Fine Art & Jewelry	175	Maple Road, West	Jeweler	03/08/19	Scheduled to Open
Birmingham Bridal	534	Old Woodward, North	Bridal	02/09/21	Opened
Fruition Acai & Juice Bar	856	Old Woodward, North	Coffee café	02/09/21	Opened
David Abraham Custom Clothiers	261	Maple Road, East	Tailor	02/09/21	Opened
The Lash Lounge	856	Old Woodward, North	Salon/Spa	02/09/21	Opened
The Suit Bar	155	Bates Street, South	Apparel - Men	02/09/21	Opened
James & Bloom	146	Maple Road, West	Cabinetry & Flooring	02/09/21	Opened
Perch 313	640	Old Woodward, North	Rugs, home décor	02/09/21	Opened
Craig Ryan Fine Clothiers	147	Pierce Street	Apparel - Men	01/22/21	Opened
Paint Nail Bar	229	Old Woodward, North	Nail Salon	09/28/20	Opened
S-Three Restaurant	117	Willits Street	Restaurant	09/28/20	Opened
Johnny Was	115	Old Woodward, South	Womens Apparel	09/14/20	Opened
The French Lady	768	Old Woodward, North	Restaurant	09/08/20	Opened
Sorrentia's Salon	588	Old Woodward, North	Salon	09/03/20	Opened

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS**APRIL 2021**

Office Occupancy Rate 88%

Retail Occupancy Rate 96%

[illegible]

**Birmingham Parking System
Transient & Free Parking Analysis
Months of January 2020 & January 2021**

February 2020

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE
PEABODY	16,994	9,428	\$ 34,119.00	55%
PARK	18,860	7,178	\$ 43,296.00	38%
CHESTER	5,023	2,016	\$ 29,608.01	40%
WOODWARD*	12,260	12,260	\$ 806.00	100%
PIERCE	21,364	8,876	\$ 68,255.00	42%
TOTALS	74,501	39,758	\$ 176,084.01	53%

February 2021

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE
PEABODY**	10,452	10,452	\$ -	100%
PARK**	7,922	7,922	\$ -	100%
CHESTER**	3,988	3,988	\$ -	100%
WOODWARD**	6,902	6,902	\$ -	100%
PIERCE**	15,111	15,111	\$ -	100%
TOTALS	44,375	44,375	\$ -	100%

**All Gates up starting March 17, 20 for free parking. February 2021 car counts are based passag

BREAKDOWN:	TOTAL CARS	-40%
	FREE CARS	+12%
	CASH REVENUE	-100%

MONTHLY PARKING PERMIT REPORT

For the month of: February 2021

Date Compiled: March 15, 2021

	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	648	668	435	785	1075	172	40	8	14	50	220	4115
6. Permits - end of month	648	666	435	841	1075	172	40	8	14	50	220	4169
7. Permits - available at end of month	28	179	51	40	143	5	0	0	16	0	5	467
8. Permits issued in month includes permits effective 1st of month	0	2	0	56	0	0	0	0	0	0	0	58
9. Permits given up in month	0	0	0	0	0	0	0	0	0	0	0	0
10. Net Change	0	2	0	56	0	0	0	0	0	0	0	58
11. On List - end of month*	1206	1476	1068	511	528	0	0	0	0	22	0	4811
***On List-Unique Individuals												2912
12. Added to list in month	6	1	8	4	2	0	0	0	0	0	0	21
13. Withdrawn from list in month (w/o permit)	0	125	84	88	113	0	0	0	0	0	0	410
14. Average # of weeks on list for permits issued in month	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
15. Transient parker occupied	N/A***	N/A***	N/A***	N/A***	N/A***	N/A	N/A	N/A	N/A	N/A	N/A	0
16. Monthly parker occupied	N/A***	N/A***	N/A***	N/A***	N/A***	N/A	N/A	N/A	N/A	N/A	N/A	0
17. Total parker occupied	N/A***	N/A***	N/A***	N/A***	N/A***	N/A	N/A	N/A	N/A	N/A	N/A	0
18. Total spaces available at	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0
19. "All Day" parkers paying 5 hrs. or more	N/A*	N/A*	N/A*	N/A*	N/A*	N/A	N/A	N/A	N/A	N/A	N/A	0
A:Weekday average.	N/A***	N/A***	N/A***	N/A***	N/A***	N/A	N/A	N/A	N/A	N/A	N/A	0
B:Maximum day												
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.

***Gates up during COVID-19 -Transient/Monthly currently unavailable-FREE UNTIL JULY 1, 2021.

Birmingham Principal Shopping District Board**Voucher List For:** 04/01/2021

Early Release	Vendor	Description	Account	Amount
	ADACHI	RESTAURANT RELIEF REIMBURSEMENT	OPERATING SUPPLIES	5,462.44
	BEIER HOWLETT P.C.	ATTORNEY FEES	LEGAL SERVICES	264.00
	BELLA PIATTI	RESTAURANT RELIEF REIMBURSEMENT	OPERATING SUPPLIES	5,462.44
	CC CONSULTING LLC	MARCH RETAIL RECRUITMENT AND ANNUAL INSURANCE	TENANT RECRUITMENT	4,116.33
	COSTAR REALTY INFORMATION, INC	ONLINE REALTY SERVICES	TENANT RECRUITMENT	680.00
	DETROIT WING COMPANY	THANK YOU LUNCHEON FOR DPS	SPECIAL EVENTS	390.00
	DICK O' DOW'S	RESTAURANT RELIEF REIMBURSEMENT	OPERATING SUPPLIES	4,781.26
	DOWNTOWN PUBLICATIONS INC	VALENTINES DAY ADVERTISING	MARKETING & ADVERTISING	328.00
	EFFECTV	RESTAURANT WEEK ADVERTISING	MARKETING & ADVERTISING	1,036.25
	ELIE'S MEDITERRANEAN CUISINE INC	RESTAURANT RELIEF REIMBURSEMENT	OPERATING SUPPLIES	5,462.44
	ENTERCOM COMMUNICATIONS CORP	RESTAURANT WEEK ADVERTISING	MARKETING & ADVERTISING	4,791.00
	ERIKA BASSETT	USE OF PERSONAL CELL PHONE	TELEPHONE	25.00
	GRIFFIN CLAW BREWING COMPANY	RESTAURANT RELIEF REIMBURSEMENT	OPERATING SUPPLIES	5,462.44
	HAZEL, RAVINES & DOWNTOWN	RESTAURANT RELIEF REIMBURSEMENT	OPERATING SUPPLIES	4,834.80
	JOHN C COOK	PHOTOGRAPHY MONTHLY RETAINER	MARKETING & ADVERTISING	200.00
	LUXE BAR & GRILL	RESTAURANT RELIEF REIMBURSEMENT	OPERATING SUPPLIES	5,462.43
	MELINDA COMERFORD	USE OF PERSONAL CELL PHONE	TELEPHONE	25.00
	NICK'S MAINTENANCE SERVICE	APRIL SNOW REMOVAL AND CHRISTMAS LIGHT STORAGE	SNOW REMOVAL CONTRACT	14,586.61
	SALVATORE SCALLOPINI	RESTAURANT RELIEF REIMBURSEMENT	OPERATING SUPPLIES	5,462.44
	SOCIAL KITCHEN & BAR	RESTAURANT RELIEF REIMBURSEMENT	OPERATING SUPPLIES	5,462.44
	STREETSIDE SEAFOOD	RESTAURANT RELIEF REIMBURSEMENT	OPERATING SUPPLIES	5,462.43
	STUDIO EQUIS LLC	MULTIPLE PROPERTY FLYERS	TENANT RECRUITMENT	750.00
	TOWNHOUSE BIRMINGHAM	RESTAURANT RELIEF REIMBURSEMENT	OPERATING SUPPLIES	5,462.44
	WXYZ/TV 7	RESTAURANT WEEK ADVERTISING	MARKETING & ADVERTISING	600.00

Birmingham Principal Shopping District Board**Voucher List For:** 04/01/2021

Early Release Vendor	Description	Account	Amount
		Total:	\$ 86,570.19
<u>Journal Entries</u>			
	DTE - Electric at BFM - Feb		\$ 14.95
	DTE - Electric at BFM - Mar		14.95
	Total Journal Entries		\$ 29.90
	TOTAL VOUCHERS AND JOURNAL ENTRIES		\$ 86,600.09
			=====

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

Board Chair_____**Date** _____



MEMORANDUM

DATE: March 25, 2021

TO: Birmingham Shopping District Board

FROM: Sam Surnow, Business Development Board Chair

SUBJECT: New Business Item 8A Third Party Retail Recruiting Agreement

The BSD's contract with CC Consulting to perform retail recruiting of national and regional retailers and retention of existing tenants to the downtown Birmingham Shopping District is up for renewal. Pursuant to the original contract, CC Consulting's contract may be renewed on an annual basis per BSD Board approval. The new contract would be effective April 1, 2021 through March 31, 2022.

Suggested Action:

To approve the addendum to agreement with CC Consulting for third party retail recruiting of national and regional retailers to the downtown Birmingham Shopping District.

ADDENDUM TO ATTACHMENT A – AGREEMENT

For Third Party Retail Recruiter

This ADDENDUM, made this _____ day of _____ 2021, by and between the BIRMINGHAM SHOPPING DISTRICT (hereinafter called “BSD”), having its principal municipal office at 151 Martin Street, Birmingham, MI, and CC CONSULTING (hereinafter called “Recruiter”), having its principal office at 7 West Square Lake Rd., Bloomfield Hills, MI, provides as follows:

WITNESSETH:

WHEREAS, the Parties entered into an Agreement that Recruiter provide certain recruiting services for the BSD; and,

WHEREAS, the Agreement contained a one year term, which could be renewed each year through BSD Board approval; and,

WHEREAS, the Agreement dictated that if changes to the original terms are sought, an amendment to the Agreement must be prepared and signed before any changes are effective; and,

WHEREAS, the Parties seek to change certain terms to the Agreement.

NOW, THEREFORE, the Parties agree to the following amendments to the Agreement:

1. The BSD shall pay the Recruiter for the performance of the terms in the Agreement as set forth in the “Third Party Retail Consultant Compensation Schedule”, attached as Exhibit “A” to this Addendum.

----- The remainder of this page has been left intentionally blank.-----

IN WITNESS WHEREOF, the said parties have caused this Addendum to be executed as of the date and year above written.

RECRUITER:

By: _____

Its: _____

STATE OF MICHIGAN)
)ss
COUNTY OF OAKLAND)

On this _____ day of _____, 2021, before me personally appeared _____, who acknowledged that with authority to do so she signed this Agreement.

Notary Public, Oakland County, Michigan
My commission expires: _____

BIRMINGHAM SHOPPING DISTRICT

By: _____

Chairman

Approvals:

BSD Executive Director
(Approved as to substance)

Thomas M. Markus, City Manager
(Approved as to substance)

Mark Gerber, Director of Finance
(Approved as to financial obligation)

Mary M. Kucharek, City Attorney
(Approved as to form)

EXHIBIT "A"

- This Exhibit "A" replaces Exhibit D from the former contract.
- This Exhibit is operative for one year commencing April 1, 2021 - March 31, 2022.

Third Party Retail Consultant Compensation Schedule

Annual Base Compensation:	\$ 28,000
New Tenant Recruitment Incentive Bonus Base per Signed	\$ 5,000
Total Maximum Annual Compensation	\$ 50,000

New Tenant Recruitment Incentive Bonus Schedule	% of Bonus Base	Incentive Bonus
Tenant #1 Lease Signed	80%	\$ 4,000
Tenant #2 Lease Signed	100%	\$ 5,000
Tenant #3+ Lease Signed	120%	\$ 6,000

Performance Bonus

Available bonus pool equal to the total maximum annual compensation amount less base compensation and the total new tenant recruitment bonus paid. BSD Business Development Committee to determine what percentage of the available bonus pool to award based on impact across the following 4 dimensions:

Grow: Recruit tenants that have a high likelihood of being financially viable in our community, complementary to the existing portfolio of businesses, and are perceived as high-quality retailers.

Retain: Actively contribute to lease renewals in cases where retention risk is high (e.g., competitive situations with Somerset, retailer location change, etc.)

Maintain: Sustain the health and quality of the recruitment pipeline and preserve integrity of reporting

Create: Collaborate on the updating of BSD marketing collateral and other tenant recruitment assets

Illustrative Example:	Comp
Annual Base Compensation:	\$ 28,000
Recruitment Incentive Bonus #1	\$ 4,000
Recruitment Incentive Bonus #2	\$ 5,000
Recruitment Incentive Bonus #3	\$ 6,000
Annual Performance Bonus (100%)	\$ 7,000
Total	\$ 50,000
% Base Compensation	56%
% Recruitment Incentive Bonus	30%
% Performance Bonus	14%



MEMORANDUM

DATE: March 25, 2021
TO: Birmingham Shopping District Board of Directors
FROM: Chairman of the BSD Board, Geoffrey Hockman
SUBJECT: New Business Item 8B BSD Committee Membership Approval

The attached committee membership application is for Ron Rea to be a member of the Maintenance and Capital Improvements Committee. Committee membership applications are presented to the BSD Board of Directors for approval as they are received, on a rolling basis, at monthly BSD board meetings.

Suggested Action - New Business Item 8B:

To approve the BSD Committee application and final revisions if required.



MEMORANDUM

DATE: March 25, 2021
TO: Birmingham Shopping District Board of Directors
FROM: Chairman of the BSD Board, Geoffrey Hockman
SUBJECT: New Business Item 8C BSD Committee Membership Approval

The attached committee membership application is for Sarvy Lipari to be a member of the Special Events Committee. Committee membership applications are presented to the BSD Board of Directors for approval as they are received, on a rolling basis, at monthly BSD board meetings.

Suggested Action - New Business Item 8C:

To approve the BSD Committee application and final revisions if required.



APPLICATION FOR BIRMINGHAM SHOPPING DISTRICT COMMITTEE

Thank you for your interest in serving on a Birmingham Shopping District (BSD) Committee. The purpose of this form is to provide the BSD Board with basic information about applicants considered for appointment. The information included on this form is open to the public. All Board and Committee members are subject to the provisions of the Ethics Ordinance (Chapter 2, Article IX of the City Code).

Information on various committees can be found on the BSD website at http://www.enjoybirmingham.com/about/about_the_psd.php (Please print clearly)

Committee of Interest Special Events

Name Sarvy Lipari

Phone 248-321-8895

Residential Address 359 Ferndale Avenue

Email sr.lipari@gmail.com

Business Address _____

Occupation Stay at home mom

Reason for Interest: Explain how your background and skills will enhance the committee to which you have applied
my family and I are active members of the community. We spend most of our days in our town.

List your related employment experience I have extensive experience in the field of Human Resources.

List your related community activities I served as the Chair of Community Outreach at Rerce Elementary School for the last 5 years and have been appointed the Chair of Fundraising in the upcoming year

List your related educational experience MBA from Detroit Mercy and BA from MSU.

To the best of your knowledge, do you or a member of your immediate family have any direct financial or business relationships with any supplier, service provider or contractor of the City of Birmingham or Birmingham Shopping District from which you or they derive direct compensation or financial benefit? If yes, please explain:

No

Sarvy Lipari
Signature of Applicant

3.25.21
Date

Members of the board,

Thank you for your consideration.

My husband and I moved to Birmingham in 2014. We built our house on Ferndale Avenue, and have grown to love our town, our neighborhood and our community. We have an 8 year old son, Mason, and a 6 year old son, Micah, who both attend Birmingham Public Schools. We are also members of the Birmingham Country Club and involved with golf, tennis, swim and paddle as a family. My sons are both hockey players who frequently practice and play at the Birmingham Ice rink!

After receiving my MBA from University of Detroit Mercy, I started working for our family business "Lipari Foods". It is a food distribution company that was founded in Michigan, and has now grown to all of the Midwest and many more states nationally. As the HR manager, I was in charge of the recruiting and on-boarding teams along with training our employees. Additionally, I was part of the acquisition team which was very active as the business grew nationally.

When my second son was starting preschool at Pierce, I knew I wanted to be able to spend more time in our community and decided to leave Lipari Foods. At Pierce, I became room mom for my sons' classes at various points, organizing class activities and getting to know the families in our community. I have also been a part of interview council, using my HR experience to help the principle fill new positions at the school.

In addition, I served as the Chair of Community Outreach on the Pierce Community Council for the last five years. I worked with different committees to help with many projects that touch our town. From the Winter Market to special events at the Baldwin and All Seasons senior homes bringing Birmingham youth to their community.

For the upcoming school year, I have been appointed Chair of Fundraising for Pierce PTA, in which my main responsibility will be to organize an auction hosted at a restaurant in town, helping to raise money for our school.

I love our city. We often talk about how Birmingham is our forever home. I feel that I have a good sense of our community and what our citizens want and need. This would be a wonderful opportunity for me to give back to the city I love and call home.

Thank you for your time,

Sarvy Lipari

CITY BOARD/COMMITTEE ATTENDANCE RECORD

Name of Board: Birmingham Shopping District

Year: 2021

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	P	P												3	0	100%
Samy Eid	A	P	P												2	1	67%
Geoffrey Hockman	P	P	P												3	0	100%
Zachary Kay	P	P	P												3	0	100%
Jessica Lundberg	A	P	P												2	1	67%
Tom Markus	P	P	P												3	0	100%
Mike McKenzie	P	P	P												3	0	100%
Amy Pohlod	P	P	P												3	0	100%
Steve Quintal	A	P	P												2	1	67%
Bill Roberts	P	P	P												3	0	100%
Sam Surnow	A	P	A												1	2	33%
															0	0	#DIV/0!
Reserved															0	0	#DIV/0!
Reserved															0	0	#DIV/0!
Present or Available	7	11	10	0	0	0	0	0	0	0	0	0	0	0			

KEY:

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

Department Head Signature



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

BSD COMMITTEES
MONTHLY MEETING SCHEDULE
APRIL 2021

DUE TO COVID-19

<u>BSD BOARD</u>	<u>April 1, 2021 at 8:30 a.m. via Zoom meeting</u>
<u>MAINTENANCE/CAPITAL IMPROVEMENTS</u>	<u>April 12, 2021 at 8:30 a.m. via Zoom meeting</u>
<u>SPECIAL EVENTS</u>	<u>April 9, 2021 at 8:30 a.m. via Zoom meeting</u>
<u>MARKETING/ADVERTISING</u>	<u>April 15, 2021 at 8:30 a.m. via Zoom meeting</u>
<u>BUSINESS DEVELOPMENT</u>	<u>April 22, 2021 at 8:30 via Zoom meeting</u>
<u>EXECUTIVE</u>	<u>March 30, 2021 at 3:00 p.m. via Zoom meeting</u>
<u>QUARTERLY COMMITTEE HEAD</u>	<u>TBD</u>

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

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

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