



The Shopping District

**Birmingham Shopping District Agenda
Thursday, February 4, 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 January 7, 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
 - e. Chamber Report
6. Approval of Vouchers
7. Unfinished Business
8. New Business
 - a. Resolution to approve fund transfer
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, January 7, 2021 - 8:30 a.m.
ZOOM Meeting

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, January 7, 2021, at 8:30 a.m. via ZOOM Meetings

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT: Eid, Lundberg, Quintal, Surnow

ALSO PRESENT:

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

2. RECOGNITION OF VISITORS

David Hoehendorf, Kelly Dillaha, Cindy Ciura

3. APPROVAL OF MINUTES

MOTION: Motion by Astrein, seconded by Pohlod to approve the minutes dated December 3, 2020.

VOTE: Yeas, 8 Nays, 0 Absent, 4

4. BOARD MEMBER COMMENTS

5. REPORTS

a. FINANCE REPORT – TIGHE

Tighe reported that through the end of November the balance sheet shows a balance of \$522,870. The end of the year is typically the lowest balance since assessments bills are about to be mailed. As funds are collected, the balance will grow. Typically, about 95% is collected. Oakland County will take over funds that are not collected.

The “Year in Review” report will be mailed with the assessment bills. It highlights COVID-19 relief and our four regular areas of operation. The report will also be mailed to businesses in the district and city commissioners.

The November revenue and expense report shows that we are on track. The funds that the board reallocated for COVID-19 relief are currently being used for things like expanded marketing opportunities, PPE distribution, and extra snow removal. Having the funds already allocated for

COVID-19 relief allows the BSD to be nimble and act quickly for promotions like the 12 Days of Take-Out.

Cash flow for five months is also on track. The \$25,000 from the advisory parking committee has been transferred to our account.

b. EXECUTIVE DIRECTOR REPORT - TIGHE

Tighe thanked everyone for all they have done and reminded people that she is happy to help and will continue to support the BSD in her new role with Oakland County.

c. COMMITTEE REPORTS:

SPECIAL EVENTS - ASTREIN

Astrein reported that Santa House was a huge success. Things went very smoothly with the socially distanced appointments. Brook added that the guests were happy and appreciative that they had the opportunity to see Santa in a safe way. Astrein shared that the scavenger hunt was also very popular and well received – and it brought people into the downtown area.

We are working on applications to get permits for 2021 events. We are hoping that we will be able to follow safety guidelines and hold our regular events.

MARKETING & ADVERTISING - POHLOD

Pohlod shared that there was not a December committee meeting, but the website design team did meet to determine the timeline and the site map. The next meeting will be the first review.

Holiday advertising had a \$100,000 budget that was spent to promote shopping local. A large portion of that was spent on television. More streaming and digital advertising was done during this campaign. There was also a billboard on I-75.

Pohlod gave kudos to Bassett for the 12 Days of Take-Out campaign. It was very well received and generated a buzz in the community. Bassett shared that over 250 people submitted receipts for Birmingham Bucks from 12 Days of Take-Out. She also reported that almost \$11,000 of Birmingham Bucks were distributed during the Small Business Saturday promotion and approximately \$7,400 of those Bucks were redeemed.

Pohlod reported that in addition to working on the website redesign, the committee is working on a spring retail promotional campaign and the Restaurant Week video will be completed soon.

Astrein asked about the cost for producing the holiday commercial since he felt it was very well received. Tighe replied that it cost about \$7,000 to produce. Astrein said that he felt it was well done and that we may want to consider another commercial in the spring.

MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL

Quintal shared that he felt that the holiday tree and the city lighting looked great – DPS did a very good job. He added that he thought that N. Old Woodward looked better this year. RFPs are coming up for flower baskets, planters and snow removal.

BUSINESS DEVELOPMENT - TIGHE

The committee met in December to continue to hone their strategy on attraction and retention. McKenzie added that this is a natural evolution of strategies from prior years and that a summary will be presented at an upcoming meeting.

Tighe shared that the long-range plan will be presented to the city commission in late January. It will focus on business development strategy.

Ciura reported that there are two new retailers with active LOIs. These are tough times. Both of these potential new tenants will be new to the market. They are working to get deals finalized and could open this summer. She is also continuing to work with others to see about their interest in coming to Birmingham. The new Daxton Hotel is scheduled to open next month and she is continuing to work with a potential anchor tenant.

On behalf of the board, Hockman thanked Ciura for her work and let her know that the board appreciates what she is doing.

EXECUTIVE BOARD REPORT - HOCKMAN

Hockman shared that the job posting for a new executive director is now live. The city's human resources department is taking the lead. The posting will be open until January 29. The plan is for the top ten candidates to have phone interviews. It will be narrowed down to five for the next round of interviews and then up to three candidates will be invited to interview with the full board of directors. This is typically about a 90-day process. However, with the current COVID-19 situation, it could last up to 120-days.

After conversations with the staff, the executive committee decided that an interim director was not needed. Tighe left a detailed 12-month to-do list and the executive board and committee chairs will work with the staff team.

d. PARKING REPORT - ASTREIN

Astrein reported that there was not a December meeting. He would like the board to consider asking for extra funds from the parking advisory committee to help with promotions, as the next 90-days will be critical.

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 Fehan to approve the vouchers, as submitted, dated January 7, 2021.

VOTE: Yeas, 8 Nays, 0 Absent, 4

7. UNFINISHED BUSINESS

8. NEW BUSINESS

a. Request to Approve Draft Budget

MOTION: Motion by Astrein, seconded by Pohlod to approve the draft budget for the Birmingham Shopping District and to direct staff to forward this for review and approval as part of the City of Birmingham budget process.

Tighe shared that she completed a draft of the overall budget that includes 3-year projections. She said that 2021-2022 is straightforward. The following year is scheduled to be the third phase of the Old Woodward construction project. Therefore, the board has planned to include construction support.

The proposed budget uses a worst-case scenario that, due to the COVID-19 situation, there may not be as many contributions from private sources like sponsorships for the next two years. It shows things going back to normal in the third year. This budget should get formal approval in April.

Hockman said that he thinks the budget is comprehensive and consistent and recognized potential obstacles.

VOTE: Yeas, 8 Nays, 0 Absent, 4

9. INFORMATION

a. Retail Activity

b. Announcements

c. Letters, Board Attendance & Monthly Meeting Schedule

10. PUBLIC COMMENTS

Hockman shared that there would be a merchant meeting at 10 a.m. and that the city's long range planning meeting will be held on Saturday, January 23. The BSD presentation is scheduled for 11:45 a.m.

Astrein asked if we would be continuing PPE distribution. Tighe responded that there are funds available, but we will need to order regularly.

Astrein asked if there is any information available about COVID-19 vaccinations. Markus responded that the fire department is asking to be named a distribution center, but they are waiting for approval. Hockman said that we would share information when we have it. He also thanked Tighe for her service. He added that the BSD is a better organization thanks to her leadership.

11. ADJOURNMENT – 9:17 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	430,727.29
247-000.000-028.0000	MISCELLANEOUS	2,243.72
247-000.000-028.9999	ALLOW FOR DOUBTFUL ACCTS.	(1,653.72)
247-000.000-048.0885	PSD 2019-2020 DELQ SAD	11,818.12
Total Assets		443,385.41
*** Liabilities ***		
247-000.000-202.0000	ACCOUNTS PAYABLE	53,075.98
247-000.000-255.0001	GIFT CERTIFICATES	450.00
247-000.000-367.0300	DEFER. INFLOWS - MISCELLANEOUS INV	590.00
247-000.000-367.0800	DEFER. INFLOWS - DELQ SPECIAL ASSE	11,818.12
Total Liabilities		65,934.10
*** 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		(508,517.94)
Ending Fund Balance		377,451.31
Total Liabilities And Fund Balance		443,385.41

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 12/31/2020

GL NUMBER	DESCRIPTION	2020-21 ORIGINAL BUDGET	2020-21 AMENDED BUDGET	ACTIVITY FOR MONTH 12/31/20	YTD BALANCE 12/31/2020	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)	247,280.00	0.00	0.00	0.00	247,280.00	0.00
USE OF FUND BALANCE								
		(27,720.00)	247,280.00	0.00	0.00	0.00	247,280.00	0.00
CHARGES FOR SERVICES								
247-000.000-641.0585	CHARGES TO AUTO PARKING SYSTEM	25,000.00	25,000.00	0.00	25,000.00	0.00	0.00	100.00
CHARGES FOR SERVICES								
		25,000.00	25,000.00	0.00	25,000.00	0.00	0.00	100.00
INTEREST AND RENT								
247-000.000-664.0000	INVESTMENT INCOME	13,700.00	13,700.00	716.57	5,083.95	0.00	8,616.05	37.11
INTEREST AND RENT								
		13,700.00	13,700.00	716.57	5,083.95	0.00	8,616.05	37.11
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	5,611.08	0.00	18,428.92	23.34
SPECIAL ASSESSMENTS								
		1,054,970.00	1,054,970.00	0.00	5,611.08	0.00	1,049,358.92	0.53
OTHER REVENUE								
247-000.000-676.0001	CONTR FROM PRIVATE SOURCE	190,000.00	190,000.00	0.00	5,540.00	0.00	184,460.00	2.92
OTHER REVENUE								
		190,000.00	190,000.00	0.00	5,540.00	0.00	184,460.00	2.92
Total Dept 000.000		1,255,950.00	1,530,950.00	716.57	41,235.03	0.00	1,489,714.97	2.69
TOTAL REVENUES		1,255,950.00	1,530,950.00	716.57	41,235.03	0.00	1,489,714.97	2.69
Expenditures								
Dept 298.000 - PUBLIC RELATIONS								
PERSONNEL SERVICES								
247-298.000-702.0001	SALARIES & WAGES DIRECT	32,700.00	32,700.00	2,699.97	5,569.74	0.00	27,130.26	17.03
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	206.55	425.54	0.00	2,124.46	16.69
247-298.000-706.0002	HOSPITALIZATION	4,710.00	4,710.00	0.00	45.63	0.00	4,664.37	0.97
247-298.000-706.0007	WORKER'S COMPENSATION	110.00	110.00	8.48	17.47	0.00	92.53	15.88
247-298.000-706.0012	RETIREMNT-DEF CONTR EMPLR	3,160.00	3,160.00	0.00	41.73	0.00	3,118.27	1.32
247-298.000-706.0013	RET HLTH SVGS CONTR EMPLR	690.00	690.00	0.00	8.86	0.00	681.14	1.28
PERSONNEL SERVICES								
		44,470.00	44,470.00	2,915.00	6,108.97	0.00	38,361.03	13.74
Total Dept 298.000 - PUBLIC RELATIONS		44,470.00	44,470.00	2,915.00	6,108.97	0.00	38,361.03	13.74
Dept 441.005 - DOWNTOWN MAINTENANCE								
PERSONNEL SERVICES								
247-441.005-702.0001	SALARIES & WAGES DIRECT	55,510.00	55,510.00	4,628.32	28,166.81	0.00	27,343.19	50.74
247-441.005-702.0002	OVERTIME PAY	26,450.00	26,450.00	3,411.07	16,575.81	0.00	9,874.19	62.67
247-441.005-702.0003	LONGEVITY	340.00	340.00	160.37	160.37	0.00	179.63	47.17
247-441.005-706.0001	FICA	6,560.00	6,560.00	622.50	3,362.21	0.00	3,197.79	51.25
247-441.005-706.0002	HOSPITALIZATION	10,460.00	10,460.00	1,430.65	5,514.00	0.00	4,946.00	52.72

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 12/31/2020

GL NUMBER	DESCRIPTION	2020-21 ORIGINAL BUDGET	2020-21 AMENDED BUDGET	ACTIVITY FOR MONTH 12/31/20	YTD BALANCE 12/31/2020	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	28.59	136.86	0.00	63.14	68.43
247-441.005-706.0004	RETIRE CONTRIB HEALTH	12,610.00	12,610.00	943.68	5,596.26	0.00	7,013.74	44.38
247-441.005-706.0005	DENTAL/OPTICAL	630.00	630.00	65.03	304.99	0.00	325.01	48.41
247-441.005-706.0006	LT/ST DISABILITY	640.00	640.00	68.44	331.76	0.00	308.24	51.84
247-441.005-706.0007	WORKER'S COMPENSATION	1,580.00	1,580.00	219.39	1,093.49	0.00	486.51	69.21
247-441.005-706.0010	RETIREMENT EMPLOYER CNTB	7,270.00	7,270.00	576.82	3,460.92	0.00	3,809.08	47.61
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	591.08	2,711.22	0.00	(501.22)	122.68
247-441.005-706.0013	RET HLTH SVGS CONTR EMPLR	1,010.00	1,010.00	169.30	847.51	0.00	162.49	83.91
PERSONNEL SERVICES		125,570.00	125,570.00	12,915.24	68,262.21	0.00	57,307.79	54.36
OTHER CHARGES								
247-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	43,000.00	43,000.00	3,642.37	25,150.12	0.00	17,849.88	58.49
OTHER CHARGES		43,000.00	43,000.00	3,642.37	25,150.12	0.00	17,849.88	58.49
Total Dept 441.005 - DOWNTOWN MAINTENANCE								
		168,570.00	168,570.00	16,557.61	93,412.33	0.00	75,157.67	55.41
Dept 748.000 - PRINCIPAL SHOPPING DISTRICT								
PERSONNEL SERVICES								
247-748.000-702.0001	SALARIES & WAGES DIRECT	234,900.00	234,900.00	25,673.72	106,972.74	0.00	127,927.26	45.54
247-748.000-702.0002	OVERTIME PAY	0.00	0.00	434.39	434.39	0.00	(434.39)	100.00
247-748.000-706.0001	FICA	17,970.00	17,970.00	1,919.85	7,837.55	0.00	10,132.45	43.61
247-748.000-706.0002	HOSPITALIZATION	37,340.00	37,340.00	4,307.73	18,379.65	0.00	18,960.35	49.22
247-748.000-706.0003	LIFE INSURANCE	950.00	950.00	108.51	462.97	0.00	487.03	48.73
247-748.000-706.0004	RETIRE CONTRIB HEALTH	5,620.00	5,620.00	467.67	2,806.02	0.00	2,813.98	49.93
247-748.000-706.0005	DENTAL/OPTICAL	1,640.00	1,640.00	192.30	820.53	0.00	819.47	50.03
247-748.000-706.0006	LT/ST DISABILITY	990.00	990.00	115.38	493.58	0.00	496.42	49.86
247-748.000-706.0007	WORKER'S COMPENSATION	740.00	740.00	130.66	542.64	0.00	197.36	73.33
247-748.000-706.0010	RETIREMENT EMPLOYER CNTB	4,830.00	4,830.00	402.25	2,413.50	0.00	2,416.50	49.97
247-748.000-706.0012	RETIREMNT-DEF CONTR EMPLR	10,370.00	10,370.00	1,217.91	5,209.70	0.00	5,160.30	50.24
247-748.000-706.0013	RET HLTH SVGS CONTR EMPLR	1,820.00	1,820.00	210.00	896.00	0.00	924.00	49.23
PERSONNEL SERVICES		317,170.00	317,170.00	35,180.37	147,269.27	0.00	169,900.73	46.43
OTHER CHARGES								
247-748.000-801.0200	LEGAL SERVICES	3,000.00	3,000.00	346.50	1,841.30	0.00	1,158.70	61.38
247-748.000-802.0100	AUDIT	760.00	760.00	49.50	756.10	0.00	3.90	99.49
247-748.000-828.0300	PARKING VALET SERVICES	15,000.00	90,000.00	0.00	2,100.00	0.00	87,900.00	2.33
247-748.000-829.0100	SNOW REMOVAL CONTRACT	59,000.00	59,000.00	11,341.61	30,174.93	0.00	28,825.07	51.14
247-748.000-829.0200	WEB SITE MAINTENANCE	5,500.00	5,500.00	60.00	1,641.68	0.00	3,858.32	29.85
247-748.000-851.0000	TELEPHONE	1,750.00	1,750.00	99.86	502.46	0.00	1,247.54	28.71
247-748.000-901.0000	PRINTING & PUBLISHING	0.00	0.00	0.00	124.67	0.00	(124.67)	100.00
247-748.000-901.0400	MARKETING & ADVERTISING	150,000.00	275,000.00	61,544.27	112,501.30	0.00	162,498.70	40.91
247-748.000-901.0500	PUBLIC RELATIONS	10,000.00	10,000.00	410.00	2,410.00	0.00	7,590.00	24.10
247-748.000-903.0000	TENANT RECRUITMENT	100,000.00	160,000.00	5,813.33	28,307.08	0.00	131,692.92	17.69
247-748.000-904.0000	PRINTING PSD MAGAZINE	60,000.00	60,000.00	0.00	44,000.00	0.00	16,000.00	73.33
247-748.000-909.0000	SPECIAL EVENTS	200,000.00	200,000.00	5,078.41	44,908.35	0.00	155,091.65	22.45
247-748.000-933.0200	EQUIPMENT MAINTENANCE	1,200.00	1,200.00	0.00	434.98	0.00	765.02	36.25
247-748.000-935.0200	MAINTENANCE SHOPPING DIST	70,000.00	85,000.00	2,138.70	10,055.78	0.00	74,944.22	11.83
247-748.000-942.0000	COMPUTER EQUIPMENT RENTAL	20,930.00	20,930.00	1,744.17	10,465.02	0.00	10,464.98	50.00
247-748.000-944.0000	BUILDING OR FACILITY RENT	12,000.00	12,000.00	1,000.00	6,000.00	0.00	6,000.00	50.00
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	229.00	1,109.00	0.00	491.00	69.31

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 12/31/2020

GL NUMBER	DESCRIPTION	2020-21	2020-21	ACTIVITY FOR	YTD BALANCE	ENCUMBERED	UNENCUMBERED	% BDGT
		ORIGINAL BUDGET	AMENDED BUDGET	MONTH 12/31/20	12/31/2020	YEAR-TO-DATE	BALANCE	USED
Fund 247 - PRINCIPAL SHOPPING DISTRICT								
Expenditures								
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	375.00	2,250.00	0.00	2,250.00	50.00
OTHER CHARGES		719,240.00	994,240.00	90,230.35	299,582.65	0.00	694,657.35	30.13
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	33.32	3,379.75	0.00	120.25	96.56
SUPPLIES		6,500.00	6,500.00	33.32	3,379.75	0.00	3,120.25	52.00
Total Dept 748.000 - PRINCIPAL SHOPPING DISTRICT		1,042,910.00	1,317,910.00	125,444.04	450,231.67	0.00	867,678.33	34.16
TOTAL EXPENDITURES		1,255,950.00	1,530,950.00	144,916.65	549,752.97	0.00	981,197.03	35.91
Fund 247 - PRINCIPAL SHOPPING DISTRICT:								
TOTAL REVENUES		1,255,950.00	1,530,950.00	716.57	41,235.03	0.00	1,489,714.97	2.69
TOTAL EXPENDITURES		1,255,950.00	1,530,950.00	144,916.65	549,752.97	0.00	981,197.03	35.91
NET OF REVENUES & EXPENDITURES		0.00	0.00	(144,200.08)	(508,517.94)	0.00	508,517.94	100.00

PRINCIPAL SHOPPING DISTRICT
CASH FLOW
FOR THE MONTH OF DECEMBER 2020

<u>DESCRIPTION</u>	<u>PROJECTED</u>	<u>ACTUAL</u>	<u>VARIANCE</u>
BEGINNING CASH BALANCE	\$ 543,476	\$ 597,374	\$ 53,898
CASH RECEIPTS:			
Special Assessments	52,550	-	(52,550)
Interest Income	750	717	(33)
Advisory Parking Committee	-	-	-
Special Event Revenue	<u>5,610</u>	<u>-</u>	<u>(5,610)</u>
Sub-total cash receipts	58,910	717	(58,193)
CASH DISBURSEMENTS:			
OFFICE DISBURSEMENTS			
PSD Personnel Costs	24,400	36,050	(11,650)
727.0000 Postage	400	-	400
729.0000 Supplies	280	90	190
801.0200 Legal	250	549	(299)
802.0100 Audit	100	50	50
811.0000 Other Contractual Service	-	-	-
933.0200 Equipment Maintenance	300	-	300
851.0000 Telephone	150	100	50
955.0100 Training	90	-	90
955.0300 Memberships & Dues	-	305	(305)
955.0400 Conferences & Workshops	300	-	300
942.0000 Computer Equipment Rental	1,740	1,744	(4)
957.0400 Liability Insurance	375	375	-
944.0000 Building Rent	<u>1,000</u>	<u>1,000</u>	<u>-</u>
Sub-total Office Disbursements	29,385	40,263	(10,878)
PROGRAM DISBURSEMENTS			
DPS Downtown Maintenance	22,500	17,957	4,543
Promotion Personnel Costs	3,710	2,915	795
Gift Certificates Out	-	-	-
828.0300 Valet Services	7,500	-	7,500
829.0100 Snow Removal	9,834	9,417	417
935.0200 Maintenance PSD	1,400	211	1,189
901.0400 Marketing & Advertising	20,000	45,153	(25,153)
901.0500 Public Relations	1,000	-	1,000
903.0000 Tenant Recruitment	8,330	3,113	5,217
909.0000 Special Events	62,000	11,335	50,665
904.0000 PSD Magazine	-	37,000	(37,000)
829.0200 Web Site Maintenance	<u>100</u>	<u>-</u>	<u>100</u>
Sub-total Program Disbursements	<u>136,374</u>	<u>127,101</u>	<u>9,273</u>
Total Disbursements	165,759	167,364	(1,605)
INCREASE (DECREASE) IN CASH BALANCE	<u>(106,849)</u>	<u>(166,647)</u>	<u>(59,798)</u>
ENDING CASH BALANCE	<u>\$ 436,627</u>	<u>\$ 430,727</u>	<u>\$ (5,900)</u>

PRINCIPAL SHOPPING DISTRICT
ACTUAL CASH FLOW
FOR THE SIX MONTHS ENDED DECEMBER 2020

	DESCRIPTION	PROJECTED	ACTUAL	VARIANCE
	BEGINNING CASH BALANCE	\$ 909,425	\$ 909,425	\$ -
	CASH RECEIPTS:			
	Special Assessments	66,380	41,765	(24,615)
	Interest Income	5,980	5,085	(895)
	Advisory Parking Committee	25,000	25,000	-
	Special Event Revenue	<u>156,940</u>	<u>6,146</u>	<u>(150,794)</u>
	Sub-total cash receipts	254,300	77,996	(176,304)
	CASH DISBURSEMENTS:			
	OFFICE DISBURSEMENTS			
	PSD Personnel Costs	158,600	160,850	(2,250)
727.0000	Postage	1,600	-	1,600
729.0000	Supplies	1,820	3,381	(1,561)
801.0200	Legal	1,500	1,672	(172)
802.0100	Audit	760	756	4
811.0000	Other Contractual Service	-	-	-
933.0200	Equipment Maintenance	600	435	165
851.0000	Telephone	870	605	265
955.0100	Training	500	-	500
955.0300	Memberships & Dues	800	1,255	(455)
955.0400	Conferences & Workshops	1,550	-	1,550
942.0000	Computer Equipment Rental	10,440	10,464	(24)
957.0400	Liability Insurance	2,250	2,250	-
944.0000	Building Rent	<u>6,000</u>	<u>6,000</u>	<u>-</u>
	Sub-total Office Disbursements	187,290	187,668	(378)
	PROGRAM DISBURSEMENTS			
	DPS Downtown Maintenance	103,320	101,110	2,210
	Promotion Personnel Costs	22,240	7,489	14,751
	Gift Certificates Out	-	100	(100)
828.0300	Valet Services	7,500	2,100	5,400
829.0100	Snow Removal	19,668	18,834	834
935.0200	Maintenance PSD	31,000	12,258	18,742
901.0400	Marketing & Advertising	94,000	101,823	(7,823)
901.0500	Public Relations	5,000	2,000	3,000
903.0000	Tenant Recruitment	49,980	30,576	19,404
909.0000	Special Events	145,000	47,094	97,906
904.0000	PSD Magazine	60,000	44,000	16,000
829.0200	Web Site Maintenance	<u>2,100</u>	<u>1,642</u>	<u>458</u>
	Sub-total Program Disbursements	<u>539,808</u>	<u>369,026</u>	<u>170,782</u>
	Total Disbursements	727,098	556,694	170,404
	INCREASE (DECREASE) IN CASH BALANCE	<u>(472,798)</u>	<u>(478,698)</u>	<u>(5,900)</u>
	ENDING CASH BALANCE	<u>\$ 436,627</u>	<u>\$ 430,727</u>	<u>\$ (5,900)</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	430,727	717,658	1,115,459	1,027,460	956,095	853,670	909,425
CASH RECEIPTS:													
2019 Assessment	539	35,615	5,611	-	-	-	1,000	1,000	-	-	7,210	-	50,975
2020 Assessment	-	-	-	-	-	-	463,920	505,160	10,300	-	-	-	979,380
Special Assessments	539	35,615	5,611	-	-	-	464,920	506,160	10,300	-	7,210	-	1,030,355
Interest Income	(76)	1,314	1,146	1,153	831	717	600	1,050	1,640	1,570	1,490	1,370	12,805
Advisory Parking Committee	-	-	-	25,000	-	-	-	-	-	-	-	-	25,000
Special Event Revenue	870	156	120	-	5,000	-	3,380	2,130	10,280	12,000	4,120	1,150	39,206
Sub-total cash receipts	1,333	37,085	6,877	26,153	5,831	717	468,900	509,340	22,220	13,570	12,820	2,520	1,107,366
CASH DISBURSEMENTS:													
OFFICE DISBURSEMENTS													
PSD Personnel Costs	33,345	21,860	20,936	24,851	23,808	36,050	36,600	24,400	24,400	24,400	24,400	24,370	319,420
727.00 Postage	-	-	-	-	-	-	-	-	-	400	400	600	1,400
729.00 Supplies	-	2,784	377	-	130	90	280	280	280	280	280	280	5,061
801.02 Legal	-	177	611	-	335	549	250	250	250	250	250	250	3,172
802.01 Audit	-	-	207	262	237	50	-	-	-	-	-	-	756
811.00 Other Contractual Service	1,440	-	-	-	-	-	-	-	-	-	-	-	1,440
933.02 Equipment Maintenance	-	-	218	-	217	-	-	-	300	-	-	300	1,035
851.00 Telephone	102	103	100	100	100	100	140	150	140	150	150	150	1,485
955.01 Training	-	-	-	-	-	-	80	80	90	80	80	90	500
955.03 Memberships & Dues	-	375	575	-	-	305	130	30	-	270	370	-	2,055
955.04 Conferences & Workshops	-	-	-	-	-	-	700	250	-	-	400	100	1,450
942.00 Computer Equipment Rental	1,744	1,744	1,744	1,744	1,744	1,744	1,740	1,750	1,750	1,750	1,750	1,750	20,954
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	41,295	28,565	28,585	28,955	29,455	29,265	375,228
PROGRAM DISBURSEMENTS													
DPS Downtown Maintenance	26,958	15,187	14,773	15,679	10,556	17,957	18,200	6,110	6,110	6,110	6,110	22,610	166,360
Promotion Personnel Costs	1,950	-	-	875	1,749	2,915	3,710	3,700	3,710	3,710	3,700	3,700	29,719
Gift Certificates Out	-	25	-	-	75	-	-	-	-	-	-	-	100
828.03 Valet Services	-	-	2,000	100	-	-	7,500	-	-	-	-	-	9,600
829.01 Snow Removal	-	-	-	-	9,417	9,417	14,834	14,834	14,834	9,830	-	-	73,166
935.02 Maintenance PSD	3,703	638	638	827	6,241	211	8,000	-	8,000	7,000	8,000	8,000	51,258
901.04 Marketing & Advertising	10,778	17,491	19,077	2,501	6,823	45,153	59,000	39,000	29,000	10,000	10,000	9,000	257,823
901.05 Public Relations	-	-	-	-	2,000	-	1,000	1,000	-	1,000	1,000	1,000	7,000
903.00 Tenant Recruitment	(528)	7,443	6,911	3,860	9,777	3,113	18,330	18,330	18,330	18,330	18,330	18,370	140,596
909.00 Special Events	7,687	3,928	13,285	5,467	5,392	11,335	10,000	-	-	-	37,000	8,000	102,094
904.00 PSD Magazine	-	-	-	7,000	-	37,000	-	-	-	-	-	-	44,000
829.02 Web Site Maintenance	60	-	-	-	1,582	-	100	-	1,650	-	1,650	-	5,042
Sub-total Program Disbursements	50,608	44,712	56,684	36,309	53,612	127,101	140,674	82,974	81,634	55,980	85,790	70,680	886,758
Total Disbursements	88,614	73,130	82,827	64,641	81,558	167,364	181,969	111,539	110,219	84,935	115,245	99,945	1,261,986
INCREASE (DECREASE) IN CASH BALANCE	(87,281)	(36,045)	(75,950)	(38,488)	(75,727)	(166,647)	286,931	397,801	(87,999)	(71,365)	(102,425)	(97,425)	(154,620)
ENDING CASH BALANCE	822,144	787,539	711,589	673,101	597,374	430,727	717,658	1,115,459	1,027,460	956,095	853,670	756,245	754,805



Special Events Committee

January 7, 2021 – ZOOM Meeting

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

Staff: Brook

1. Welcome and Introductions

PRESENT: Astrein, Fehan, Hussey, Kay, McLeod

ABSENT: Knight, Pohlod Solomon

ADMINISTRATION: Brook

2. Restaurant Week Update

- a. Restaurant Week will run from January 25 – February 7. Weekends will be included this year.
- b. Restaurants are not required to have prix fixe menus. They can highlight whatever works best for their restaurant.
- c. Birmingham Bucks will be offered - \$25 for each \$50 spent at a BSD restaurant during the promotional period (max. \$100 Birmingham Bucks per person).

3. Event Recap

- a. Holiday Activities
 - i. The Scavenger Hunt was very well received and is something that the committee is interested in doing again in the future.
 - ii. Not only did passers-by enjoy the refreshments at the corner of Maple & Old Woodward, but the sponsors also appreciated the opportunity to interact with shoppers.
- b. Santa House
 - i. The appointment process worked very well. The committee would like to have scheduled appointments for visits again next year.
 - ii. We will look into extending the hours that Santa House is open for 2021 since it booked so quickly in 2020.

4. Upcoming Events

- a. Farmers Market
 - i. The committee is in unanimous agreement that we should plan to have a walkable market again for the 2021 season. Brook will submit a special event application to the city by the end of the month.
- b. Movie Nights
 - June 11 – Little Mermaid
 - July 16 – Elf (Christmas in July)
 - August 20 – Cars

NEXT MEETING: Friday, February 12 at 8:30 a.m.

2020-21 Budget: \$200,000

Remaining balance after February vouchers: \$153,944



The Shopping District

Marketing & Advertising Committee Meeting

January 21, 2021

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

Darakjian taking an extended leave of absence from committee.

Staff: Bassett

1. Welcome and Introductions

PRESENT: Champagne, Eid, Kay, Lundberg, Pohlod

ABSENT: Darakjian, Knight

ADMINISTRATION: Bassett

VISITORS: Ciura, BSD Retail Consultant

2. Website Redesign

Design elements and page layouts were presented to the committee. Committee mentioned gathering business descriptions from businesses as able. The committee is invited to the next review meeting with Miles on Friday, February 5 at 9:00AM.

3. Spring Retail Promotion: Video & Campaign Planning

The committee discussed a potential video and magazine insert in SEEN Magazine as part of the spring retail campaign, along with a Birmingham Bucks promotion. Potential location: Daxton Hotel. Target launch is the first week in April.

4. Birmingham Bucks

Committee discussed the need for a counter card with instructions on how to redeem Birmingham Bucks, to include a QR code directing shoppers to where to submit receipts and for a list of participating merchants.

5. Hotel Opportunities

Committee discussed the need for a 1-pg. guide with map, to be displayed within the district hotels. Committee also discussed opportunities for visibility (i.e hotel digital newsletters, reservation emails, seasonal videos displays on in-room screens and other ways to connect with hotel guests). Brainstorm for 1-pg guide to follow.

6. Merchant Meetings

Committee discussed ways to increase attendance at Merchant Meetings including using offsite locations (when able) to promote networking among merchants.

NEXT MEETING: Thursday, February 18 at 8:30 a.m.

Marketing 2020-21 Budget: \$275,000

Remaining balance after February vouchers: \$38,067

Magazine 2020-21 Budget: \$60,000

Remaining balance after February vouchers: \$9,000



The Shopping District

Maintenance/Capital Improvement Committee

January 12, 2021 – ZOOM meeting

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

Staff: Comerford, Wood, Laird, McGaughey, Jurek

1. Welcome and Introductions:

PRESENT: Quintal, Fehan, Pohlod, Roberts, Ceresnie

ABSENT: Ceresnie, Pohlod, Wood

ADMINISTRATION: Comerford, Laird, McGaughey, Jurek

VISITORS: None

2. Holiday decorating:

- a. Talked about how beautiful the lights look all throughout the city. What a great job DPS has done with hanging all the lights. Talked about planning DPS luncheon provided by the BSD for late March. Steve Quintal suggested using a Birmingham restaurant instead of Chicken Shack.

3. Holiday planters:

- a. DPS will remove all the ornaments from the planters next week, the greens and birch will stay in place until time for spring planting.

4. Merrill St. Lighting:

- a. The committee is going to be coming up with new ideas for 2021 holiday season, maybe having a centerpiece hanging and restringing all the lights.

5. Hanging basket & Floral planters RFP:

- a. The BSD will be submitting the RFP's on January 25 on <http://www.mitn.info> and will be opened February 11, 2021.

NEXT MEETING: February 9, 2021

2020-21 Budget: \$70,000

Remaining balance February vouchers: \$59,117

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

Remaining balance after February vouchers: \$32,383



Business Development Committee

January 28, 2021

Me21-00011921 mbers: Surnow (Chair), Hockman, Quintal, McKenzie

Staff: Brook

1. Welcome and Introductions

PRESENT: Surnow, Hockman, Quintal, McKenzie

ABSENT:

ADMINISTRATION: Brook

GUESTS: Cindy Ciura, CC Consulting

2. Retention and Growth

- a. Ciura updated the committee on seven potential deals she is currently fostering.
- b. Ciura shared her concern that new retailers are looking for landlords to include significant tenant improvements in their leases while many landlords are not interested in doing so. She said that this is making it difficult to close deals.
- c. The group discussed possibly holding a property owner/landlord roundtable.

3. Goals and Objectives

- a. See attachment

4. Pipeline Reports

- a. The Committee had in-depth discussions on the structure of the Pipeline Report and the presentation of the information. The committee decided to revamp the report to be able to show the important data in the form of a DashBoard report to the board. The DashBoard report will be presented to the board at the March meeting.

NEXT MEETING: February 25, 2021

2020-21 Budget: \$160,000

Remaining balance after February vouchers: \$114,346

Capitalize on our open-air advantage to optimize our portfolio, deliver tenant supportive programming, and create a distinctive customer experience

Attract

- Develop a deliberate process for selecting and recruiting a tailored portfolio of prospective national/regional tenants
- Cultivate an environment that is conducive to local new business growth
- Build productive relationships with landlords and brokers

Retain

- Promote guest engagement with our tenants (e.g., social, ecommerce, CRM, analytics)
- Help with COVID-19 relief
- Connect businesses to available resources (e.g., Oakland County, SBDC, etc.)

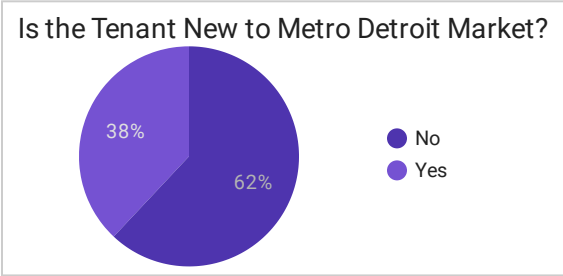
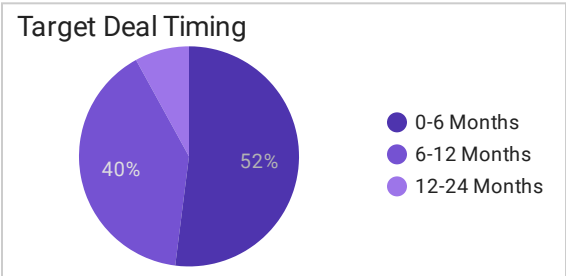
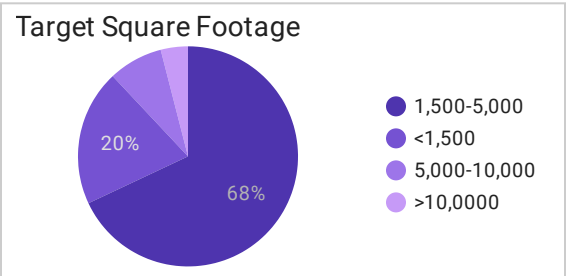
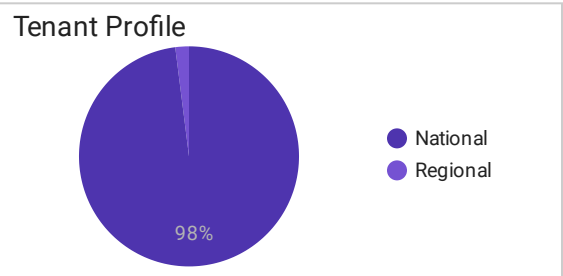
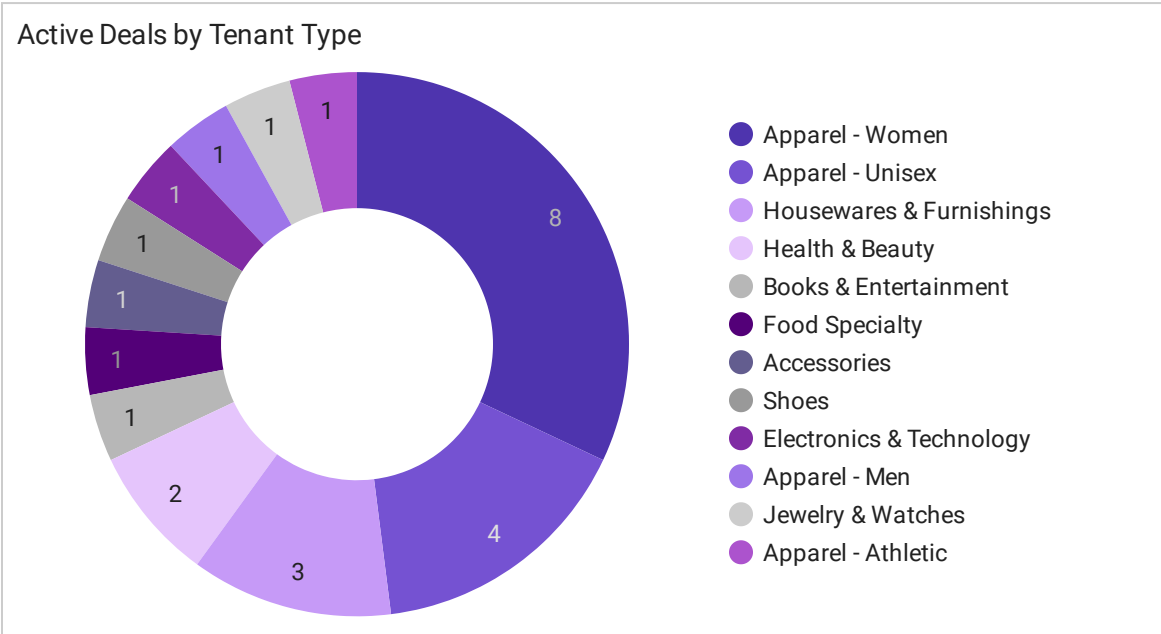
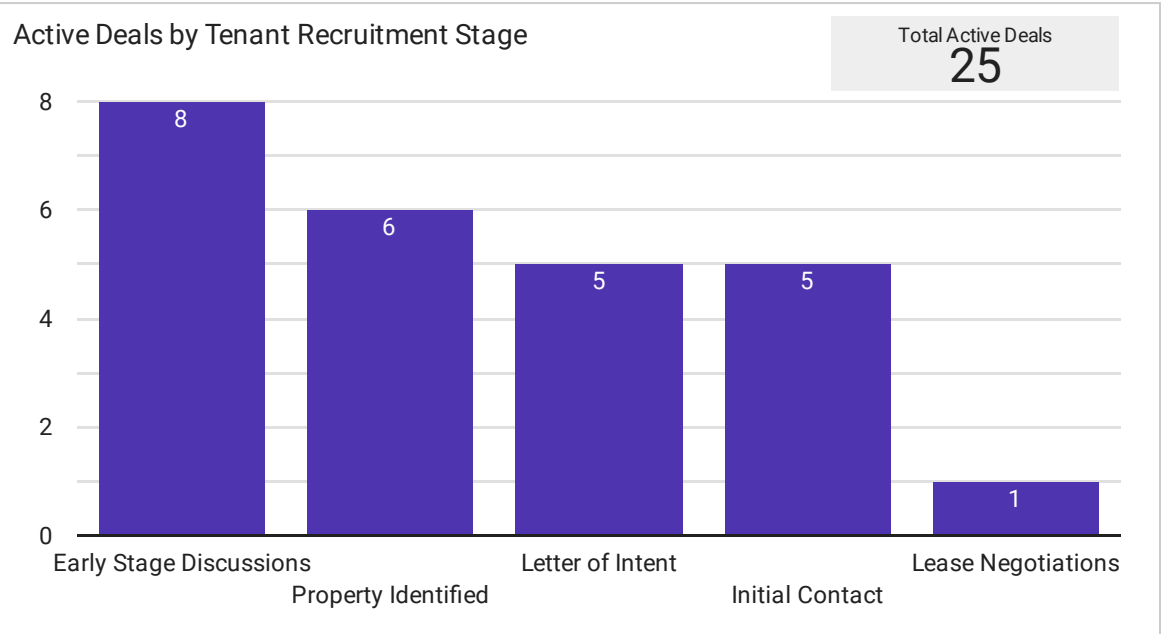
Sense of Place

- Utilize all channels (print, social, etc.) to activate a positive emotional bond with the BSD
- Expand event programming and campaigns, activate physical assets, and focus on a more conscious curation of the BSD's atmosphere
- Successfully meet shoppers needs as a regional shopping destination, where daily trips are woven into the community

Birmingham Shopping District Tenant Recruitment Pipeline Report

Select Date Range:

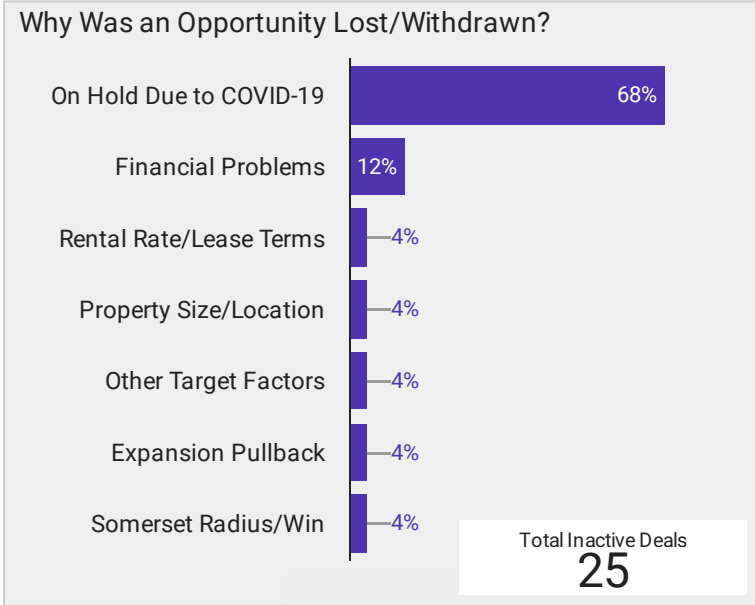
Jan 1, 2020 - Jan 31, 2021



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	>10,000	Woodward & Brown	Lease Negotiations	Jan 28, 2021
2.	Housewares & Furnishings	National	12-24 Months	5,000-10,000	N Old Woodward	Letter of Intent	Jan 27, 2021
3.	Apparel - Women	National	0-6 Months	1,500-5,000	S Old Woodward	Letter of Intent	Jan 29, 2021
4.	Apparel - Unisex	National	0-6 Months	1,500-5,000	W Maple	Letter of Intent	Jan 29, 2021
5.	Health & Beauty	National	0-6 Months	1,500-5,000	W Maple	Letter of Intent	Jan 29, 2021
6.	Apparel - Athletic	National	0-6 Months	<1,500	Multiple Locations	Letter of Intent	Dec 21, 2020

1 - 6 / 6



SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

FEBRUARY 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
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
The Suit Bar	155	Bates Street, South	Apparel - Men	12/01/20	Scheduled to Open
James & Bloom	146	Maple Road, West	Cabinetry & Flooring	11/01/20	Scheduled to Open
Clean Juice	148	Pierce Street	Juice bar	11/01/20	Scheduled to Open
Perch 313	640	Old Woodward, North	Rugs, home décor	11/01/20	Scheduled to Open
Birmingham Pub	555	Old Woodward, South	Restaurant	09/18/20	Scheduled to Open
Birmingham Bridal	534	Old Woodward, North	Bridal	09/11/20	Scheduled to Open
Fruition Acai & Juice Bar	856	Old Woodward, North	Coffee café	07/20/20	Scheduled to Open
David Abraham Custom Clothiers	261	Maple Road, East	Tailor	05/14/20	Scheduled to Open
The Lash Lounge	856	Old Woodward, North	Salon/Spa	02/21/20	Scheduled to open
DiMaggio Fine Art & Jewelry	175	Maple Road, West	Jeweler	03/08/19	Scheduled to open
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
Woodward Standard Print House	282	Maple Road, West	Apparel	08/01/20	Opened

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

Office Occupancy Rate 88%

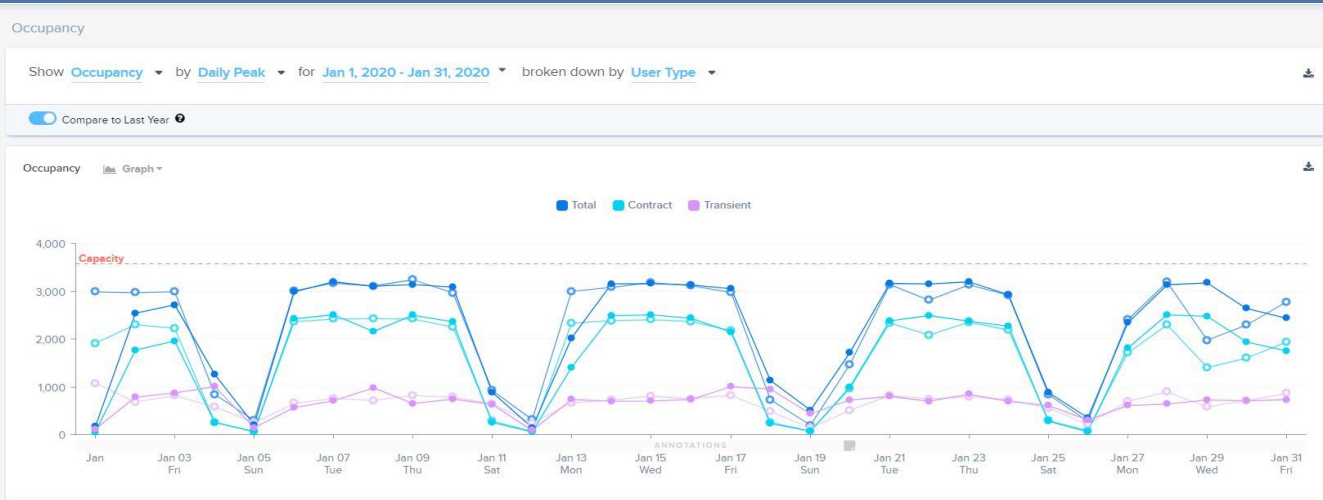
Retail Occupancy Rate 96%

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City of Birmingham Parking Utilization Dashboard – January 2020

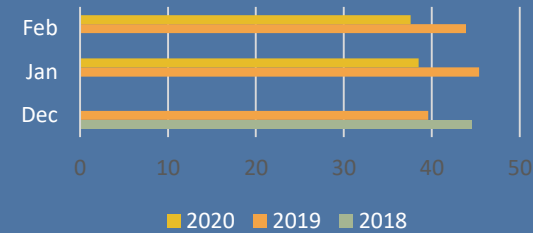
Parking Garages

OCCUPANCY

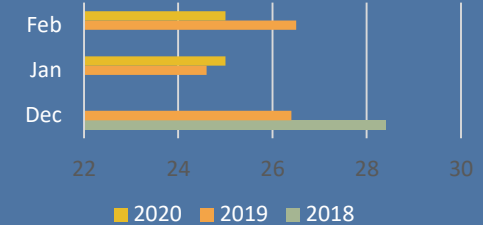


Parking Meters

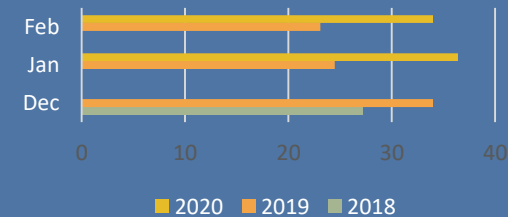
Coin



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: 02/04/2021

Early Release	Vendor	Description	Account	Amount
	ART/DESIGN GROUP LTD	ARTWORK FOR VALENTINES DAY AND RESTAURANT WEEK	MARKETING & ADVERTISING	1,443.00
	BIRMINGHAM BLOOMFIELD CHAMBER	FORECAST SERIES & GOLF OUTING SPONSOR	PUBLIC RELATIONS	2,000.00
	BRADLEY GALLI	SOCIAL MEDIA POSTS	MARKETING & ADVERTISING	707.01
	BRD PRINTING INC	PRINTING OF 2020 YEAR IN REVIEW	TENANT RECRUITMENT	472.55
	C & G PUBLISHING INC.	RESTAURANT WEEK ADVERTISING	MARKETING & ADVERTISING	1,748.60
	CC CONSULTING LLC	MONTHLY RETAINER FOR RETAIL SERVICES	TENANT RECRUITMENT	2,183.33
	COSTAR REALTY INFORMATION, INC	ONLINE RETAIL RECRUITMENT SERVICES	TENANT RECRUITMENT	680.00
	DOWNTOWN PUBLICATIONS INC	HOLIDAY ADVERTISING	MARKETING & ADVERTISING	328.00
	DYNAMIC DIAGNOSTICS INC	PPE FOR BUSINESSES	TENANT RECRUITMENT	9,736.00
	EFFECTV	HOLIDAY ADVERTISING	MARKETING & ADVERTISING	12,951.50
	ENTERCOM COMMUNICATIONS CORP	HOLIDAY ADVERTISING	MARKETING & ADVERTISING	11,123.22
	ERIKA BASSETT	USE OF PERSONAL CELL PHONE JANUARY (4 months)	TELEPHONE	100.00
	GROSSE POINTE NEWS	HOLIDAY ADVERTISING	MARKETING & ADVERTISING	150.00
	HOOR MEDIA LLC	GENERAL ADVERTISING COMMUNITY PROFILE	MARKETING & ADVERTISING	1,750.00
	IHEART MEDIA	HOLIDAY ADVERTISING	MARKETING & ADVERTISING	12,735.00
	JAIMI BROOK	HEADBANDS FOR SCAVENGER HUNT	SPECIAL EVENTS	70.00
	JOHN C COOK	MONTHLY RETAINER FOR SOCIAL MEDIA PHOTOGRAPHY	MARKETING & ADVERTISING	200.00
	KEATON PUBLICATIONS GROUP LLC	ADV IN METRO DETROIT RELOCATION GUIDE	MARKETING & ADVERTISING	1,250.00
	KIMBERLY BYKAYLO	WORK AT SANTA HOUSE 12/19	SPECIAL EVENTS	52.00
	LOGICAL SOLUTIONS ENTERPRISE INC	RESTAURANT WEEK CARDS	MARKETING & ADVERTISING	449.00
	MELINDA COMERFORD	USE OF PERSONAL CELL PHONE JANUARY (10 months)	TELEPHONE	250.00
	MICHIGAN RADIO NPR	HOLIDAY ADVERTISING	MARKETING & ADVERTISING	5,300.00
	MILES PARTNERSHIP LLLP	WEBSITE REDESIGN PAY 2 OF 4	MARKETING & ADVERTISING	6,125.00
	NICK'S MAINTENANCE SERVICE	FEBRUARY SNOW CLEARING SERVICES	SNOW REMOVAL CONTRACT	11,341.61

Birmingham Principal Shopping District Board**Voucher List For:** 02/04/2021

Early Release	Vendor	Description	Account	Amount
	OAKLAND COUNTY MOMS	RESTAURANT WEEK ADVERTISING	MARKETING & ADVERTISING	1,050.00
	OFFICE DEPOT INC	MISC OFFICE SUPPLIES	OPERATING SUPPLIES	96.12
	SIGNS-N-DESIGNS INC	RESTAURANT WEEK BANNERS	MARKETING & ADVERTISING	1,350.00
	TASTE THE LOCAL	BASIC LISTING	MARKETING & ADVERTISING	100.00
	WDIV/TV4	HOLIDAY ADVERTISING	MARKETING & ADVERTISING	12,000.00
	WWJ-TV	HOLIDAY ADVERTISING	MARKETING & ADVERTISING	3,700.00
	WXYZ/TV 7	HOLIDAY ADVERTISING	MARKETING & ADVERTISING	15,977.50
*	KETTLE CORN OF MICHIGAN, INC.	KETTLE CORN FOR HOLIDAY EVENT PAY 2 OF 2	SPECIAL EVENTS	405.00
*	YIFTEE, INC	BIRMINGHAM BONUS BUCKS FOR RESTAURANT WEEK PROMOTION	MARKETING & ADVERTISING	20,000.00
Total:				\$ 137,824.44

Journal Entries

DTE - Electric at BFM lot	\$ 15.27
Verizon - Ingrid & Jaimi cell phone	101.90
Dog Waste Depot - dog waste bags	188.70
Wufoo - Online forms used for events	333.26
Total Journal Entries	\$ 639.13
TOTAL VOUCHERS AND JOURNAL ENTRIES	\$ 138,463.57
	=====

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

Board Chair_____**Date**_____



MEMORANDUM

DATE: January 29, 2020

TO: Birmingham Shopping District Board

FROM: Geoffrey Hockman, Board Chair

SUBJECT: New Business Item 8A Resolution to approve fund transfer

The BSD executive committee has reviewed the current budget and found that, while the marketing and advertising committee and the special events committee collaborated on offering Birmingham Bucks as incentives for both Small Business Saturday and 12 Days of Takeout, the funds to cover the \$40,000 in promotional Birmingham Bucks were all taken from the marketing budget. Doing so has depleted the marketing budget to a point where it could hinder their efforts for the remainder of the fiscal year. Therefore, the executive committee is recommending that \$40,000 be moved from the special events budget, which has a surplus since several events were canceled due to COVID-19, to the marketing budget.

Suggested Action:

To approve the resolution of a transfer of \$40,000 from Special Events budget to Marketing and Advertising budget.

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														1	0	100%
Samy Eid	A														0	1	0%
Doug Fehan	P														1	0	100%
Geoffrey Hockman	P														1	0	100%
Zachary Kay	P														1	0	100%
Jessica Lundberg	A														0	1	0%
Tom Markus	P														1	0	100%
Mike McKenzie	P														1	0	100%
Amy Pohlod	P														1	0	100%
Steve Quintal	A														0	1	0%
Bill Roberts	P														1	0	100%
Sam Surnow	A														0	1	0%
Reserved															0	0	#DIV/0!
Reserved															0	0	#DIV/0!
Present or Available	8	0	0	0	0	0	0	0	0	0	0	0	0	0			

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

 Department Head Signature



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

BSD COMMITTEES
MONTHLY MEETING SCHEDULE
FEBRUARY 2021

DUE TO COVID-19

<u>BSD BOARD</u>	<u>February 4, 2021 at 8:30 a.m. via Zoom meeting</u>
<u>MAINTENANCE/CAPITAL IMPROVEMENTS</u>	<u>February 9, 2021 at 8:30 a.m. via Zoom meeting</u>
<u>SPECIAL EVENTS</u>	<u>February 12, 2021 at 8:30 a.m. via Zoom meeting</u>
<u>MARKETING/ADVERTISING</u>	<u>February 18, 2021 at 8:30 a.m. via Zoom meeting</u>
<u>BUSINESS DEVELOPMENT</u>	<u>February 25, 2021 at 8:30 via Zoom meeting</u>
<u>EXECUTIVE</u>	<u>February 2, 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).