



The Shopping District

**Birmingham Shopping District Agenda
Thursday, January 7, 2021 8:30 a.m.**

Join Zoom Meeting

<https://zoom.us/j/97027314584?pwd=Y1k0VWlFR1RpeWY3Y2NnNU1zS056QT09>

Meeting ID: 970 2731 4584

Passcode: 120468

1. Call to order and Roll Call of Board
2. Recognition of Visitors
3. Approval of Minutes for December 3, 2020
4. Board Member Comments
5. Reports:
 - a. Finance Report
 - b. Executive Director Report – Tighe
 - c. Committee Reports:
 - i. Special Events – Astrein
 - ii. Marketing & Advertising – Pohlod
 - iii. Maintenance and Capital Improvements – Quintal
 - iv. Business Development – Surnow
 - v. Executive Board Report – Hockman
 - d. Parking Report – Astrein
 - e. Chamber Report
6. Approval of Vouchers
7. Unfinished Business
8. New Business
 - a. Draft Budget for Approval
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, December 3, 2020 - 8:30 a.m.
ZOOM Meeting

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, December 1, 2020, 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), Lundberg (Bloomfield Hills, MI), McKenzie (Birmingham, MI), Pohlod (Birmingham, MI), Quintal (Birmingham, MI), Roberts (Bloomfield Hills, MI), Valentine (Birmingham, MI)

ABSENT: Eid, Surnow

ALSO PRESENT:

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

2. RECOGNITION OF VISITORS

David Hohendorf, Judy Solomon

Hoffman welcomed the newest BSD board member, Mike McKenzie. He said that McKenzie has worked at a large accounting firm for a number of years and has been a member of the business development committee. Hockman thanked McKenzie for joining the board. McKenzie responded that he is looking forward to serving.

3. APPROVAL OF MINUTES

MOTION: Motion by Astrein, seconded by Lundberg to approve the minutes dated November 5, 2020.

VOTE: Yeas, 10 Nays, 0 Absent, 2

4. BOARD MEMBER COMMENTS

5. REPORTS

a. FINANCE REPORT – GERBER

Gerber reported that the balance sheet shows a fund balance of approximately \$640,000. There are about \$12,000 of special assessments that were not yet collected and therefore have been rolled into the tax roll for the county to help collect. It started at \$54,000 and is now down to \$12,000.

The revenue and expense sheet for October, which is 33% of the way through the fiscal year, shows that our revenue is not yet at 33%. This is because most of our revenue comes from the special

assessment and those bills will not be mailed until January. The maintenance line item is a little higher than budgeted, but that is typical for summer months.

Expenses are at 27% of the budgeted amount. This is primarily due to COVID restricted activities. The four-month cash flow summary does not have the \$77,000 from the advisory parking committee as a carry-over. There is no special events income right now, and personnel costs are in line.

Astrein asked why bills for the special assessment are not sent out in December. Gerber responded that in the spring the commission put together a COVID relief package that said that they would defer special assessments until January 1. He added that they would work to send the BSD assessment early in the month.

b. EXECUTIVE DIRECTOR REPORT - TIGHE

No report given.

c. COMMITTEE REPORTS:

SPECIAL EVENTS - ASTREIN

Astrein reported that we had good weather and there was some traffic in the downtown area for Small Business Saturday, but it was not as busy as it has been in the past. Hazel, Ravines and Downtown passed out hot chocolate. Santa visits started as did the downtown scavenger hunt.

Brook added that the scavenger hunt is sponsored by Chief Financial Credit Union. It encourages teams to walk around the downtown area to complete fun tasks. About 35 teams participated in the hunt its first weekend. It will continue each weekend until Christmas.

Astrein shared that The Great Decorate tree decorating contest has 30 restaurants and retailers registered to participate. There will be giveaways of things like chestnuts, kettle corn and hot chocolate on Saturdays and live reindeer will be in Shain Park twice.

Pohlod asked how the Birmingham Bucks promotion went. Tighe responded that it went well. We had about 100 people submit their receipts which is many more than we have had in the past. Astrein added that was very easy for customers to submit over their phones.

Pohlod asked how Santa visits were going. Brook shared that the appointments filled very quickly. There were 560 spots available to begin with and we have added a few more to each day to try to accommodate as many families as possible. Kay asked about the processing of Birmingham Bucks. Brook let him know that some had already been distributed and most of the remaining submissions would be processed today.

MARKETING & ADVERTISING - POHLOD

Pohlod reported that the holiday video premiered over the weekend. It will be running on several different channels including WDIV and GSTV. The holiday gift guide was went out as an insert in the last SEEN Magazine. These promotions are both aimed at bringing people in to the area to shop.

The new website company had its kickoff meeting. They will be starting work on the design very soon.

MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL

Quintal shared that the holiday lights went up well. He added that the planters look better than last year, but they are still not making the impact we want. The committee will discuss options for next year.

Valentine let everyone know that Maple Road between Woodward and Old Woodward requires a new service line from DTE for the holiday lights. The city is working to get the situation resolved. They are waiting for a date from DTE. Quintal suggested looking into connecting the lights to the buildings.

BUSINESS DEVELOPMENT - TIGHE

There was no meeting held in November. The committee will meet in the next couple of weeks to refine strategy and put goals on paper. This will be finalized this month. Ciura continues to work on bringing new business into town. The current occupancy rate has remained the same. Some potential businesses are waiting for the economy to improve. Ciura is keeping in touch with them.

We have another PPE distribution scheduled for later today. This will help small businesses to have a fresh stock for the holiday rush.

EXECUTIVE BOARD REPORT - HOCKMAN

Hockman shared that Solomon has left the BSD board. He thanked her for her years of service representing Birmingham residents. He added that this is Valentine's last meeting. He said that we have really benefitted from Valentine's service and insights and the board will miss him. He thanked him for his years of service.

Valentine said that it has been a pleasure to be involved with the BSD. He has been involved throughout his tenure at the city dealing with several challenges and working on different concerns. He added that this group has a structure and team that works better than ever. He complimented the committee chairs, Ingrid and all of the board members and shared wishes for continued success.

Hockman shared that Tighe will be leaving the BSD as of December 31, 2020. She will be joining Oakland County as the director of economic development. He said that four years has gone by quickly. He appreciates her leadership and enthusiasm. He added that the BSD has been fortunate to have Tighe and he wishes her the best.

Tighe let the group know that it is bittersweet for her. She loves her job and working in Birmingham. She has built great relationships with staff, other department heads, and board members. She thanked Hockman for being a mentor. She also thanked Valentine and the committee chairs. She said that although it is difficult to leave, she is excited to work on economic development for the county. She mentioned that she will continue to work with Birmingham in her new role and she is excited to help the county grow.

Hockman recognized the staff team for their work. He said that the board appreciates the team's flexibility and how well they have handled challenges. He shared that the executive committee will get together to start the search process for a new executive director.

Tighe added that, although we were not able to get together to thank board members and wish everyone a happy holiday in person, we do appreciate all that you do. A plant will be delivered to each board member as a small token of appreciation.

d. PARKING REPORT - ASTREIN

Astrein reported that 320 parking passes have not been renewed and 7% did not respond. Therefore, there could be close to 400 places available to those on the waiting list.

The committee turned down the application from The Pearl. Astrein was named vice chair of the parking advisory committee.

The approval of an extension of free parking in the structures for January through March is on the city commission's agenda for their next meeting.

Quintal asked how long the waiting list is. Astrein said that there are about 2,000 names on the list, but he does not believe that it is really that many. Work is being done to contact people on the list to see who is still interested.

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 December 3, 2020.

Pohlod asked about the \$37,000 bill from Renaissance Media. Tighe clarified that \$15,000 is for the fall fashion insert, \$15,000 is for the gift-giving guide insert and the other \$7,000 is for the holiday video campaign.

VOTE: Yeas, 10 Nays, 0 Absent, 2

7. UNFINISHED BUSINESS

8. NEW BUSINESS

9. INFORMATION

a. Retail Activity

b. Announcements

c. Letters, Board Attendance & Monthly Meeting Schedule

10. PUBLIC COMMENTS

Hohendorf expressed his disappointment that Tighe will be leaving but said that he is confident that their paths will cross again. Tighe added that she thanks all of the community stakeholders like

Downtown Publications. She added that a gift will be delivered to Valentine from the board and thanked him for his time.

Hockman concluded by wishing everyone the best for the holidays.

11. ADJOURNMENT – 9:11 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	597,417.82
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		610,075.94
*** Liabilities ***		
247-000.000-202.0000	ACCOUNTS PAYABLE	74,347.54
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		87,205.66
*** 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		(363,098.97)
Ending Fund Balance		522,870.28
Total Liabilities And Fund Balance		610,075.94

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 11/30/2020

GL NUMBER	DESCRIPTION	2020-21 ORIGINAL BUDGET	2020-21 AMENDED BUDGET	ACTIVITY FOR MONTH 11/30/20	YTD BALANCE 11/30/2020	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)	47,280.00	0.00	0.00	0.00	47,280.00	0.00
USE OF FUND BALANCE								
		(27,720.00)	47,280.00	0.00	0.00	0.00	47,280.00	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	875.31	4,411.61	0.00	9,288.39	32.20
INTEREST AND RENT								
		13,700.00	13,700.00	875.31	4,411.61	0.00	9,288.39	32.20
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	5,000.00	5,540.00	0.00	184,460.00	2.92
OTHER REVENUE								
		190,000.00	190,000.00	5,000.00	5,540.00	0.00	184,460.00	2.92
Total Dept 000.000		1,255,950.00	1,330,950.00	5,875.31	40,562.69	0.00	1,290,387.31	3.05
TOTAL REVENUES		1,255,950.00	1,330,950.00	5,875.31	40,562.69	0.00	1,290,387.31	3.05
Expenditures								
Dept 298.000 - PUBLIC RELATIONS								
PERSONNEL SERVICES								
247-298.000-702.0001	SALARIES & WAGES DIRECT	32,700.00	32,700.00	1,620.04	2,869.77	0.00	29,830.23	8.78
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	123.94	218.99	0.00	2,331.01	8.59
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	5.08	8.99	0.00	101.01	8.17
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	1,749.06	3,193.97	0.00	41,276.03	7.18
Total Dept 298.000 - PUBLIC RELATIONS		44,470.00	44,470.00	1,749.06	3,193.97	0.00	41,276.03	7.18
Dept 441.005 - DOWNTOWN MAINTENANCE								
PERSONNEL SERVICES								
247-441.005-702.0001	SALARIES & WAGES DIRECT	55,510.00	55,510.00	3,989.66	23,538.49	0.00	31,971.51	42.40
247-441.005-702.0002	OVERTIME PAY	26,450.00	26,450.00	1,463.75	13,164.74	0.00	13,285.26	49.77
247-441.005-702.0003	LONGEVITY	340.00	340.00	0.00	0.00	0.00	340.00	0.00
247-441.005-706.0001	FICA	6,560.00	6,560.00	407.03	2,739.71	0.00	3,820.29	41.76
247-441.005-706.0002	HOSPITALIZATION	10,460.00	10,460.00	420.72	4,083.35	0.00	6,376.65	39.04

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 11/30/2020

GL NUMBER	DESCRIPTION	2020-21 ORIGINAL BUDGET	2020-21 AMENDED BUDGET	ACTIVITY FOR MONTH 11/30/20	YTD BALANCE 11/30/2020	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	15.18	108.27	0.00	91.73	54.14
247-441.005-706.0004	RETIRE CONTRIB HEALTH	12,610.00	12,610.00	898.18	4,652.58	0.00	7,957.42	36.90
247-441.005-706.0005	DENTAL/OPTICAL	630.00	630.00	46.64	239.96	0.00	390.04	38.09
247-441.005-706.0006	LT/ST DISABILITY	640.00	640.00	41.08	263.32	0.00	376.68	41.14
247-441.005-706.0007	WORKER'S COMPENSATION	1,580.00	1,580.00	158.81	874.10	0.00	705.90	55.32
247-441.005-706.0010	RETIREMENT EMPLOYER CNTB	7,270.00	7,270.00	576.82	2,884.10	0.00	4,385.90	39.67
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	342.19	2,120.14	0.00	89.86	95.93
247-441.005-706.0013	RET HLTH SVGS CONTR EMPLR	1,010.00	1,010.00	80.97	678.21	0.00	331.79	67.15
PERSONNEL SERVICES		125,570.00	125,570.00	8,441.03	55,346.97	0.00	70,223.03	44.08
OTHER CHARGES								
247-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	43,000.00	43,000.00	3,514.69	21,507.75	0.00	21,492.25	50.02
OTHER CHARGES		43,000.00	43,000.00	3,514.69	21,507.75	0.00	21,492.25	50.02
Total Dept 441.005 - DOWNTOWN MAINTENANCE								
		168,570.00	168,570.00	11,955.72	76,854.72	0.00	91,715.28	45.59
Dept 748.000 - PRINCIPAL SHOPPING DISTRICT								
PERSONNEL SERVICES								
247-748.000-702.0001	SALARIES & WAGES DIRECT	234,900.00	234,900.00	18,093.11	81,299.02	0.00	153,600.98	34.61
247-748.000-706.0001	FICA	17,970.00	17,970.00	1,320.01	5,917.70	0.00	12,052.30	32.93
247-748.000-706.0002	HOSPITALIZATION	37,340.00	37,340.00	2,871.82	14,071.92	0.00	23,268.08	37.69
247-748.000-706.0003	LIFE INSURANCE	950.00	950.00	72.34	354.46	0.00	595.54	37.31
247-748.000-706.0004	RETIRE CONTRIB HEALTH	5,620.00	5,620.00	467.67	2,338.35	0.00	3,281.65	41.61
247-748.000-706.0005	DENTAL/OPTICAL	1,640.00	1,640.00	151.41	628.23	0.00	1,011.77	38.31
247-748.000-706.0006	LT/ST DISABILITY	990.00	990.00	92.10	378.20	0.00	611.80	38.20
247-748.000-706.0007	WORKER'S COMPENSATION	740.00	740.00	94.96	411.98	0.00	328.02	55.67
247-748.000-706.0010	RETIREMENT EMPLOYER CNTB	4,830.00	4,830.00	402.25	2,011.25	0.00	2,818.75	41.64
247-748.000-706.0012	RETIREMNT-DEF CONTR EMPLR	10,370.00	10,370.00	972.17	3,991.79	0.00	6,378.21	38.49
247-748.000-706.0013	RET HLTH SVGS CONTR EMPLR	1,820.00	1,820.00	140.00	686.00	0.00	1,134.00	37.69
PERSONNEL SERVICES		317,170.00	317,170.00	24,677.84	112,088.90	0.00	205,081.10	35.34
OTHER CHARGES								
247-748.000-801.0200	LEGAL SERVICES	3,000.00	3,000.00	549.29	1,494.80	0.00	1,505.20	49.83
247-748.000-802.0100	AUDIT	760.00	760.00	237.50	706.60	0.00	53.40	92.97
247-748.000-828.0300	PARKING VALET SERVICES	15,000.00	90,000.00	0.00	2,100.00	75,000.00	12,900.00	85.67
247-748.000-829.0100	SNOW REMOVAL CONTRACT	59,000.00	59,000.00	9,416.66	18,833.32	0.00	40,166.68	31.92
247-748.000-829.0200	WEB SITE MAINTENANCE	5,500.00	5,500.00	0.00	1,581.68	0.00	3,918.32	28.76
247-748.000-851.0000	TELEPHONE	1,750.00	1,750.00	99.86	402.60	0.00	1,347.40	23.01
247-748.000-901.0400	MARKETING & ADVERTISING	150,000.00	150,000.00	18,154.75	50,109.03	0.00	99,890.97	33.41
247-748.000-901.0500	PUBLIC RELATIONS	10,000.00	10,000.00	0.00	2,000.00	0.00	8,000.00	20.00
247-748.000-903.0000	TENANT RECRUITMENT	100,000.00	100,000.00	3,113.33	22,493.75	0.00	77,506.25	22.49
247-748.000-904.0000	PRINTING PSD MAGAZINE	60,000.00	60,000.00	37,000.00	44,000.00	0.00	16,000.00	73.33
247-748.000-909.0000	SPECIAL EVENTS	200,000.00	200,000.00	11,909.94	39,627.95	0.00	160,372.05	19.81
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	70,000.00	210.24	7,917.08	0.00	62,082.92	11.31
247-748.000-942.0000	COMPUTER EQUIPMENT RENTAL	20,930.00	20,930.00	1,744.17	8,720.85	0.00	12,209.15	41.67
247-748.000-944.0000	BUILDING OR FACILITY RENT	12,000.00	12,000.00	1,000.00	5,000.00	0.00	7,000.00	41.67
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	305.00	880.00	0.00	720.00	55.00
247-748.000-955.0400	CONFERENCES & WORKSHOPS	3,000.00	3,000.00	0.00	0.00	0.00	3,000.00	0.00
247-748.000-957.0400	LIAB INSURANCE PREMIUMS	4,500.00	4,500.00	375.00	1,875.00	0.00	2,625.00	41.67

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 11/30/2020

GL NUMBER	DESCRIPTION	2020-21	2020-21	ACTIVITY FOR	YTD BALANCE	ENCUMBERED	UNENCUMBERED	% BDGT
		ORIGINAL	2020-21	MONTH	11/30/2020	YEAR-TO-DATE	BALANCE	USED
		BUDGET	AMENDED BUDGET	11/30/20				
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Fund 247 - PRINCIPAL SHOPPING DISTRICT								
Expenditures								
OTHER CHARGES		719,240.00	794,240.00	84,115.74	208,177.64	75,000.00	511,062.36	35.65
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	90.00	3,346.43	0.00	153.57	95.61
SUPPLIES		6,500.00	6,500.00	90.00	3,346.43	0.00	3,153.57	51.48
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Total Dept 748.000 - PRINCIPAL SHOPPING DISTRICT		1,042,910.00	1,117,910.00	108,883.58	323,612.97	75,000.00	719,297.03	35.66
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TOTAL EXPENDITURES		1,255,950.00	1,330,950.00	122,588.36	403,661.66	75,000.00	852,288.34	35.96
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Fund 247 - PRINCIPAL SHOPPING DISTRICT:								
TOTAL REVENUES		1,255,950.00	1,330,950.00	5,875.31	40,562.69	0.00	1,290,387.31	3.05
TOTAL EXPENDITURES		1,255,950.00	1,330,950.00	122,588.36	403,661.66	75,000.00	852,288.34	35.96
NET OF REVENUES & EXPENDITURES		0.00	0.00	(116,713.05)	(363,098.97)	(75,000.00)	438,098.97	100.00

PRINCIPAL SHOPPING DISTRICT
CASH FLOW
FOR THE MONTH OF NOVEMBER 2020

<u>DESCRIPTION</u>	<u>PROJECTED</u>	<u>ACTUAL</u>	<u>VARIANCE</u>
BEGINNING CASH BALANCE	\$ 594,475	\$ 673,101	\$ 78,626
CASH RECEIPTS:			
Special Assessments	-	-	-
Interest Income	820	875	55
Advisory Parking Committee	25,000	-	(25,000)
Special Event Revenue	<u>23,260</u>	<u>5,000</u>	<u>(18,260)</u>
Sub-total cash receipts	49,080	5,875	(43,205)
CASH DISBURSEMENTS:			
OFFICE DISBURSEMENTS			
PSD Personnel Costs	24,400	23,808	592
727.0000 Postage	400	-	400
729.0000 Supplies	280	130	150
801.0200 Legal	250	335	(85)
802.0100 Audit	-	237	(237)
811.0000 Other Contractual Service	-	-	-
933.0200 Equipment Maintenance	-	217	(217)
851.0000 Telephone	140	100	40
955.0100 Training	80	-	80
955.0300 Memberships & Dues	400	-	400
955.0400 Conferences & Workshops	-	-	-
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	29,065	27,946	1,119
PROGRAM DISBURSEMENTS			
DPS Downtown Maintenance	22,500	10,556	11,944
Promotion Personnel Costs	3,700	1,749	1,951
Gift Certificates Out	-	75	(75)
828.0300 Valet Services	-	-	-
829.0100 Snow Removal	9,834	9,417	417
935.0200 Maintenance PSD	-	6,241	(6,241)
901.0400 Marketing & Advertising	10,000	6,823	3,177
901.0500 Public Relations	1,000	2,000	(1,000)
903.0000 Tenant Recruitment	8,330	9,777	(1,447)
909.0000 Special Events	14,000	5,392	8,608
904.0000 PSD Magazine	-	-	-
829.0200 Web Site Maintenance	<u>1,650</u>	<u>1,582</u>	<u>68</u>
Sub-total Program Disbursements	<u>71,014</u>	<u>53,612</u>	<u>17,402</u>
Total Disbursements	100,079	81,558	18,521
INCREASE (DECREASE) IN CASH BALANCE	<u>(50,999)</u>	<u>(75,683)</u>	<u>(24,684)</u>
ENDING CASH BALANCE	<u>\$ 543,476</u>	<u>\$ 597,418</u>	<u>\$ 53,942</u>

PRINCIPAL SHOPPING DISTRICT
ACTUAL CASH FLOW
FOR THE FIVE MONTHS ENDED NOVEMBER 2020

	DESCRIPTION	PROJECTED	ACTUAL	VARIANCE
	BEGINNING CASH BALANCE	\$ 909,425	\$ 909,425	\$ -
	CASH RECEIPTS:			
	Special Assessments	13,830	41,765	27,935
	Interest Income	5,230	4,412	(818)
	Advisory Parking Committee	25,000	25,000	-
	Special Event Revenue	<u>151,330</u>	<u>6,146</u>	<u>(145,184)</u>
	Sub-total cash receipts	195,390	77,323	(118,067)
	CASH DISBURSEMENTS:			
	OFFICE DISBURSEMENTS			
	PSD Personnel Costs	134,200	124,800	9,400
727.0000	Postage	1,200	-	1,200
729.0000	Supplies	1,540	3,291	(1,751)
801.0200	Legal	1,250	1,123	127
802.0100	Audit	660	706	(46)
811.0000	Other Contractual Service	-	-	-
933.0200	Equipment Maintenance	300	435	(135)
851.0000	Telephone	720	505	215
955.0100	Training	410	-	410
955.0300	Memberships & Dues	800	950	(150)
955.0400	Conferences & Workshops	1,250	-	1,250
942.0000	Computer Equipment Rental	8,700	8,720	(20)
957.0400	Liability Insurance	1,875	1,875	-
944.0000	Building Rent	<u>5,000</u>	<u>5,000</u>	<u>-</u>
	Sub-total Office Disbursements	157,905	147,405	10,500
	PROGRAM DISBURSEMENTS			
	DPS Downtown Maintenance	80,820	83,153	(2,333)
	Promotion Personnel Costs	18,530	4,574	13,956
	Gift Certificates Out	-	100	(100)
828.0300	Valet Services	-	2,100	(2,100)
829.0100	Snow Removal	9,834	9,417	417
935.0200	Maintenance PSD	29,600	12,047	17,553
901.0400	Marketing & Advertising	74,000	56,670	17,330
901.0500	Public Relations	4,000	2,000	2,000
903.0000	Tenant Recruitment	41,650	27,463	14,187
909.0000	Special Events	83,000	35,759	47,241
904.0000	PSD Magazine	60,000	7,000	53,000
829.0200	Web Site Maintenance	<u>2,000</u>	<u>1,642</u>	<u>358</u>
	Sub-total Program Disbursements	<u>403,434</u>	<u>241,925</u>	<u>161,509</u>
	Total Disbursements	561,339	389,330	172,009
	INCREASE (DECREASE) IN CASH BALANCE	<u>(365,949)</u>	<u>(312,007)</u>	<u>53,942</u>
	ENDING CASH BALANCE	<u>\$ 543,476</u>	<u>\$ 597,418</u>	<u>\$ 53,942</u>

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

DESCRIPTION	ACTUAL					PROJECTED							Total 2019-2020
	JULY 2020	AUGUST 2020	SEPTEMBER 2020	OCTOBER 2020	NOVEMBER 2020	DECEMBER 2020	JANUARY 2021	FEBRUARY 2021	MARCH 2021	APRIL 2021	MAY 2021	JUNE 2021	
BEGINNING CASH BALANCE	909,425	823,584	787,539	711,589	673,101	597,418	490,569	777,500	1,175,301	1,087,302	1,015,937	913,512	909,425
CASH RECEIPTS:													
2019 Assessment	539	35,615	5,611	-	-	1,000	1,000	1,000	-	-	7,210	-	51,975
2020 Assessment	-	-	-	-	-	51,550	463,920	505,160	10,300	-	-	-	1,030,930
Special Assessments	539	35,615	5,611	-	-	52,550	464,920	506,160	10,300	-	7,210	-	1,082,905
Interest Income	(76)	1,314	1,146	1,153	875	750	600	1,050	1,640	1,570	1,490	1,370	12,882
Advisory Parking Committee	-	-	-	25,000	-	-	-	-	-	-	-	-	25,000
Special Event Revenue	870	156	120	-	5,000	5,610	3,380	2,130	10,280	12,000	4,120	1,150	44,816
Sub-total cash receipts	1,333	37,085	6,877	26,153	5,875	58,910	468,900	509,340	22,220	13,570	12,820	2,520	1,165,603
CASH DISBURSEMENTS:													
OFFICE DISBURSEMENTS													
PSD Personnel Costs	33,345	21,860	20,936	24,851	23,808	24,400	36,600	24,400	24,400	24,400	24,400	24,370	307,770
727.00 Postage	-	-	-	-	-	400	-	-	-	400	400	600	1,800
729.00 Supplies	-	2,784	377	-	130	280	280	280	280	280	280	280	5,251
801.02 Legal	-	177	611	-	335	250	250	250	250	250	250	250	2,873
802.01 Audit	-	-	207	262	237	100	-	-	-	-	-	-	806
811.00 Other Contractual Service	1,440	-	-	-	-	-	-	-	-	-	-	-	1,440
933.02 Equipment Maintenance	-	-	218	-	217	300	-	-	300	-	-	300	1,335
851.00 Telephone	102	103	100	100	100	150	140	150	140	150	150	150	1,535
955.01 Training	-	-	-	-	-	90	80	80	90	80	80	90	590
955.03 Memberships & Dues	-	375	575	-	-	-	130	30	-	270	370	-	1,750
955.04 Conferences & Workshops	-	-	-	-	-	300	700	250	-	-	400	100	1,750
942.00 Computer Equipment Rental	1,744	1,744	1,744	1,744	1,744	1,740	1,740	1,750	1,750	1,750	1,750	1,750	20,950
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	29,385	41,295	28,565	28,585	28,955	29,455	29,265	364,350
PROGRAM DISBURSEMENTS													
DPS Downtown Maintenance	26,958	15,187	14,773	15,679	10,556	22,500	18,200	6,110	6,110	6,110	6,110	22,610	170,903
Promotion Personnel Costs	1,950	-	-	875	1,749	3,710	3,710	3,700	3,710	3,710	3,700	3,700	30,514
Gift Certificates Out	-	25	-	-	75	-	-	-	-	-	-	-	100
828.03 Valet Services	-	-	2,000	100	-	7,500	7,500	-	-	-	-	-	17,100
829.01 Snow Removal	-	-	-	-	9,417	9,834	14,834	14,834	14,834	9,830	-	-	73,583
935.02 Maintenance PSD	3,703	638	638	827	6,241	1,400	8,000	-	8,000	7,000	8,000	8,000	52,447
901.04 Marketing & Advertising	10,778	17,491	19,077	2,501	6,823	20,000	59,000	39,000	29,000	10,000	10,000	9,000	232,670
901.05 Public Relations	-	-	-	-	2,000	1,000	1,000	1,000	-	1,000	1,000	1,000	8,000
903.00 Tenant Recruitment	(528)	7,443	6,911	3,860	9,777	8,330	18,330	18,330	18,330	18,330	18,330	18,370	145,813
909.00 Special Events	7,687	3,928	13,285	5,467	5,392	62,000	10,000	-	-	-	37,000	8,000	152,759
904.00 PSD Magazine	-	-	-	7,000	-	-	-	-	-	-	-	-	7,000
829.02 Web Site Maintenance	60	-	-	-	1,582	100	100	-	1,650	-	1,650	-	5,142
Sub-total Program Disbursements	50,608	44,712	56,684	36,309	53,612	136,374	140,674	82,974	81,634	55,980	85,790	70,680	896,031
Total Disbursements	88,614	73,130	82,827	64,641	81,558	165,759	181,969	111,539	110,219	84,935	115,245	99,945	1,260,381
INCREASE (DECREASE) IN CASH BALANCE	(87,281)	(36,045)	(75,950)	(38,488)	(75,683)	(106,849)	286,931	397,801	(87,999)	(71,365)	(102,425)	(97,425)	(94,778)
ENDING CASH BALANCE	822,144	787,539	711,589	673,101	597,418	490,569	777,500	1,175,301	1,087,302	1,015,937	913,512	816,087	814,647

Birmingham Shopping District 2020 Year in Review



The Shopping District

Birmingham Shopping District
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248-530-1200
www.allinbirmingham.com
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Benefits and Services

Established in 1992 under Public Act 146, the mission of the Birmingham Shopping District (BSD) is to “strive to provide leadership in marketing, advertising and promotion of the Birmingham Shopping District. The BSD actively works to promote a district that is attractive, clean, safe and pedestrian-friendly and ensure that the district continues to serve as a center for business, service, social and community activities.” To this end, the BSD provides many programs and services that assist businesses, property owners and the entire business district.

In 2020, downtown Birmingham, like many other businesses and communities, faced the challenges of the COVID-19 pandemic. The BSD jumped into action allocating approximately \$500,000 to COVID-19 emergency relief initiatives and programs to support downtown businesses. These initiatives included purchasing PPE for downtown businesses, offering Quarantine Cash and Birmingham Bucks to incentivize customers to shop and dine downtown, and safely continuing events, where possible, such as a drive-through Farmers Market to keep vendors in business while safely serving residents. Our organization continued to promote downtown retailers and restaurants in numerous marketing campaigns throughout the year and the team worked actively behind the scenes to attract new businesses to Birmingham. Last, the BSD continued to beautify the city with projects such as the gorgeous hanging flower baskets and holiday lighting in downtown. All of these initiatives and services provided by the BSD are with the goal of helping property owners and downtown businesses in the district thrive and succeed. The following report highlights the Birmingham Shopping District's efforts in 2020 in four main areas of operation: Marketing and Advertising, Special Events, Business Development, and Maintenance and Capital Improvement. As we continue to navigate the pandemic into 2021, the BSD remains committed to helping downtown Birmingham, its property owners, and the businesses prosper in 2021 and beyond.

COVID-19 Small Business Relief Efforts:

Assisted in distribution of \$3M in small biz grants * \$50,000 in “Quarantine Cash” distributed * \$50,000 in “Bham Bucks” distributed * Crowdfunding campaign for businesses (\$16,000 raised) * “We Are Birmingham” marketing campaign * Expanded outdoor dining * Outdoor exercise classes * “Buy and Fly” 5-minute parking * Free downtown parking * Nat’l speakers

Marketing and Advertising:



- 10,800 **Facebook** & 4,200 **Instagram** followers
- Published 2 magazine inserts in SEEN Magazine (Fall Fashion and BSD holiday gift guide)
- Live TV appearances promoting downtown retailers and restaurants i.e. Channel 4 "Live in the D"
- Over 200,000 broadcast & on-demand cable TV commercials aired on Ch. 7, Ch. 4, Ch. 2, Gas TV, WWJ, iHeart radio, Spotify, Roku, Amazon Fire, Apple TV, NPR, Comcast, 95.5, 96.3, 97.1, 99.5, 100.3
- 87 newspaper & magazine ads
- Manages www.AllinBirmingham.com
- 17 marketing campaigns throughout year
- Radio ads, billboards, signs, posters, and more...



Special Events:



- **Farmers Market** – converted to drive-through market with 8100 vehicles and 25 vendors throughout the whole season
- **Back to Birmingham – 7-day Sidewalk Sale** – Thousands of Metro Detroit shoppers
- **Restaurant Week** - 25 restaurants participated
- **Holiday Shopping Season** – "The Great Decorate" (30

businesses decorated trees with donations going to Michigan foster teens aging out of the foster system), socially distanced visits at Santa House, **FREE** parking, live reindeer, digital scavenger hunt in downtown, hot chocolate, roasted chestnuts and other treats provided free to weekend shoppers, Small Biz Saturday



Maintenance and Capital Improvements:

- 200 hanging flower baskets and planters throughout BSD
- Every snowfall, snow removal performed on 10 miles of sidewalks



- 400+ downtown trees decorated with 800,000+ holiday lights
- Power wash sidewalks

- BSD board member serves on Advisory Parking Board



Business Development:

96% retail occupancy | 88% office occupancy

Welcomed the following new businesses: Johnny Was, Paint Nail Bar, Sidecar/Slice/Shift Restaurants, The French Lady, Sorrentia's Salon, Woodward Standard Print House, Seven Daughters, Urban Wick Candle Bar, VIGA, ABC Vintage, Bakehouse46, Planthropie, The Colore Room, Essential Nail Bar.



Leased spaces preparing to

open: James & Bloom, Clean Juice, Perch 313, Birmingham Pub, Birmingham Bridal, Fruition Acai & Juice Bar, David Abraham Custom Clothiers, The Lash Lounge, DiMaggio Fine Art & Jewelry

- Hired professional speakers & trainers i.e. The Retail Dr.
- Attended virtual conferences i.e. International Conference of Shopping Center conventions to recruit retailers
- Hosted virtual annual property owner and real estate broker summit
- Retained retail recruiter to attract new stores to downtown





The Shopping District

Special Events Committee

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

Staff: Tighe, Brook

1. **No meeting held in December.**
2. **Holiday Activities Recap**
 - a. Small Business Saturday – November 28th
 - i. Approximately 150 people submitted receipts for purchases made during Thanksgiving weekend for a total of \$9,800 of Birmingham Bucks distributed.
 - b. Santa House – Appointments for Santa visits booked quickly and ran very smoothly. More than 550 families had the opportunity to have a socially distanced visit with Santa.
 - c. Scavenger Hunt
 - i. Over 150 teams participated in the scavenger hunt throughout the holiday season.
 - d. The Great Decorate
 - i. Approximately 30 stores and restaurants participated in The Great Decorate.
 - ii. Over \$30,000 was raised to help local foster teens (as of 12/15/2020).
 - e. Other activities
 - i. Shoppers were happy to find giveaways of hot chocolate, kettle corn, and roasted chestnuts at the corner of Maple and Old Woodward. People also enjoyed live reindeer visits.

NEXT MEETING: Friday, January 8 at 8:30 a.m.

2020-21 Budget: \$190,000

Remaining balance after January vouchers: \$147,939



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: Tighe, Bassett

1. No meeting held in December.

2. Website – Discovery Review Meeting

The committee met with Miles on December 4, 2020 to determine the new website goals and objectives. We reviewed the current website analytics, reviewed SEO insights, the competitive landscape and KPIs. Miles presented design color palettes and font options, to direct the look and feel of the new site, for committee review. Committee provided minor color and font edits to Miles on December 8.

3. Website – Sitemap and Design Review

The Committee met with Miles on December 11, 2020 to review the sitemap content and initial web design components. The organization of content and design direction were well received. Sitemap and design feedback, along with export of business data are due on December 15.

4. No meeting held in December

Instead of meeting December 17, the Committee met twice to review the website project. The next committee meeting will be on Thursday, January 21, 2021.

NEXT MEETING: Thursday, January 21 at 8:30 a.m.

Marketing 2020-21 Budget: \$240,000

Remaining balance after January vouchers: \$140,175

Magazine 2020-21 Budget: \$60,000

Remaining balance after January vouchers: \$9,000



The Shopping District

Maintenance/Capital Improvement Committee

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

Staff: Tighe, Wood, Laird, McGaughey, Jurek

- 1. No meeting held in December.**
- 2. Holiday planters:**
 - a. The committee would like to consider going back to fir trees next year.
- 3. Holiday lighting:**
 - a. The committee is pleased with the holiday lighting in the city this year.

NEXT MEETING: January 12, 2021

2020-21 Budget: \$60,000

Remaining balance January vouchers: \$50,132

Snow removal 2020-21 Budget: \$75,000

Remaining balance after January vouchers: \$44,824



The Shopping District

Business Development Committee

December 15, 2020

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

Staff: Tighe

1. Welcome and Introductions

PRESENT: Surnow, Hockman, Quintal, McKenzie

ABSENT:

ADMINISTRATION: Tighe

GUESTS: Cindy Ciura, CC Consulting

2. Retention and Growth

- a. The committee discussed and finalized its goals, objectives, and tasks to help retain businesses in downtown.

3. Attraction

- a. The committee is looking at updating the format of the pipeline report to track new business attraction to downtown Birmingham.
- b. Goals, objectives and key performance indicators to better help the BSD measure metrics in attraction were established.

NEXT MEETING: TBD

2020-21 Budget: \$160,000

Remaining balance after January vouchers: \$131,454

	Code Name	Status	SF	Timing	Notes
1	Women's apparel	Lease signed		Summer 2019	Store opened
2	Women's apparel	Lease signed	1500-1800		Store opened Sept 12
3	Mens apparel	Lease signed			
4	Womens apparel	Serious Prospect			Interested in Birmingham, asked me to send sites just after Xmas
5	Womens apparel	Serious Prospect			Looked at several locations including Somerset, hoping to land in old Panera space
6	Men & women apparel	Serious Prospect			Looked at several locations including Somerset, hoping to land in old Panera space
7	Jewelry	Serious Prospect			Looking at several locations
8	Chocolate	Serious Prospect			Looking at several locations
9	Home	Serious Prospect			This deal is moving forward
10	Mens apparel	Serious Prospect			Interested in Birmingham, looking for the right deal
11	Men & women apparel	Serious Prospect			Looking at Panera space and others
12	Furniture	Serious Prospect			Looking at downtown location
13	Men & women apparel	Serious Prospect			Looking at several locations- should have direction around Thanksgiving
14	Shoes	On Hold, but interested			Last connected 11/2
15	Womens & Girls Apparel	On Hold, but interested			Last connected 11/16
16	Convenience	On Hold, but interested			Last connected 11/9
17	Computer	On Hold, but interested			Last connected 11/9
18	Luggage	On Hold, but interested			Last connected 11/2
19	Electronics	On Hold, but interested			Let go real estate manager Last connected 11/13- sent them a potential site on hold
20	Furniture	On Hold, but interested			Last connected 11/2
21	Men's apparel	On Hold, but interested			Last connected 11/2
22	Shared workspace	On Hold, but interested			Talking to Sam's team
23	Womens apparel	On Hold, but interested			Last connected 11/17
24	Shoes	On Hold, but interested			on hold call after the first of the year 11/13
25	Womens apparel	On Hold, but interested			Last connected 11/2
26	Men's apparel	On Hold, but interested			Last connected 11/2
27	Womens sports apparel	On Hold, but interested			Last connected 11/2 not responsive furloughed
28	Mens apparel	On Hold, but interested			In survival mode, call after the first as they are on hold
29	Mens & Womens apparel	On Hold, but interested			Last connected 10/6 call after the first
30	Home goods	On Hold, but interested			Last connected 11/8
31	Shoes	On Hold, but interested			Last connected 11/16
32	Men's apparel	On Hold, but interested			New contact needed no real estate person yet
33	Mens & Womens apparel	On Hold, but interested			Last connected 11/16
34	Womens apparel	On Hold, but interested	Real estate mgr gone		Real estate mgr gone Last connected 9/11 email bounced
35	Perfume	On Hold, but interested			Last connected 11/2
36	Eyeware	On Hold, but interested	Real estate rep on maternity		Last connected 11/2
37	Womens apparel	On Hold, but interested			Last connected 11/18
38	Mens & Womens apparel	On Hold, but interested			Last connected 11/18
39	Furniture	On Hold, but interested			Connecting at Shop Talk on hold
40	Mens & Womens apparel	On Hold, but interested			Last connected 11/18
41	Exercise	On Hold, but interested			Last connected 11/2
42	Home	On Hold, but interested			Real estate rep gone Last connected 11/3
43	Womens apparel	On Hold, but interested			Contact after the first of the year, new prospect
44	Womens and Men apparel	On Hold, but interested			Last connected 11/2 laid off 1/2 of corporate staff

	Code Name	Status	SF	Timing	Notes
45	Furniture	On Hold, but interested			Last connected 11/2
46	Womens apparel	On Hold, but interested			Last connect 11/18
47	Womens apparel	On Hold, but interested	New Broker		Last connected 11/2
48	Shoes	On Hold, but interested			Last connected 11/18
49	Men's apparel	On Hold, but interested			Last connected 10/23 asked me to call him next year
50	Crystal	On Hold, but interested			Last connected 11/2
51	Womens apparel	On Hold, but interested			Last connected 10/2 asked me to call them next year
52	Mens & Womens apparel	On Hold, but interested			Last connected 11/18
53	Mens & Womens apparel	On Hold, but interested			Last connected 11/2
54	Toys	On Hold, but interested			No holiday stores due to Covid Last connected 9/18
55	Womens apparel	On Hold, but interested			Last connected 11/2
56	Womens apparel	On Hold, but interested			Last connected 11/18
57	Men's apparel	On Hold, but interested			Last connected 11/2
58	Mens and Womens Apparel	On Hold, but interested			Last connected 11/2
59	Women's apparel 12	Initial Contact			In touch with broker said not sure of MI
60	Cosmetics	Initial Contact			New Contact
61	Women's apparel and accessories	Initial contact			Initial contact
62	Home	Initial contact			New Contact
63	Luxury fashion 5	Initial contact			Initial contact not responsive
64	Furniture	Initial contact			New Contact
65	Mens and Womens Apparel	Initial contact			New Contact
66	Online	Initial Contact			New Contact
67	Womens apparel	Initial Contact			New Contact
68	Womens' apparel	Initial Contact			New Contact
69	Furniture	Initial Contact			Determining contact
70	Luxury leather goods	Initial Contact			Determining contact
71	Women's apparel 7	Initial contact			Determining contact
72	Luxury fashion 4	Initial Contact			Determining contact
73	Womens apparel	Initial Contact			New Contact
74	Cosmetics 3	Initial contact			New Contact
75	women's apparel 15	Initial contact			New contract
76	Outdoor apparel 1	Initial contact			Getting new contact
77	Furniture	Initial Contact			New Contact
78	Luxury fashion accessories 1	Initial Contact			email and telephone follow up
79	Furniture	Initial contact			New Contact
80	Sports	Initial contact			New Contact
81	Environmentally friendly apparel	Initial contact			Sent email
82	Women's contemporary apparel	Sites Sent			Sent sites
83	Outdoor apparel 2	Sites Sent			Sent sites
84	Luxury leather goods	Sites Sent			Sent sites
85	women's and men's apparel	Sites Sent			Sent sites
86	Childrens apparel	Sites Sent			Sent sites
87	Denim apparel 1	Sites Sent			Sent sites
88	Mens and Womens Apparel	Sites Sent			Sent sites

	Code Name	Status	SF	Timing	Notes
89	Luxury fashion 6	Sites Sent			Sent sites
90	Online	Sites Sent			Sent sites
91	Men's apparel 7	Sites Sent			Sent sites
92	Women's apparel	Sites Sent			Sent sites
93	Accessories	Sites Sent			Sent sites
94	Books	Sites Sent			Sent sites
95	Candy	Sites Sent			Sent site
96	cosmetics 2	Sites Sent			Sent sites
97	Women's contemporary apparel 1	Sites Sent			Sent sites
98	Womens apparel	Sites Sent			Sent sites
99	Jewelry	Sites Sent			Sent sites
100	Cafe	Sites Sent			Sent sites
101	Cafe	Sites Sent			Actively looking for a site in Birmingham
102	Mens and Womens Apparel	Sites Sent			Sent Sams site
103	Cafe	Sites Sent			Sent sites
104	Cafe	Sites Sent			Sent sites
105	Shoes	Financial problems			Filed Bankruptcy
106	Furniture	Financial problems			Decided not to pursue brick and mortar stores
107	Electronics	Financial problems			Closing all stores
108	Men's apparel	Financial problems			Filed Bankruptcy
109	Womens apparel	Financial problems			Financial problems
110	Mens and Womens Apparel	Financial problems			Filed Bankruptcy- many high end brands such as Calvin Klein, Michael Kors, Under Armour, Kate Spade
111	Shoes	Financial problems			Filed Bankruptcy
112	Furniture	Financial problems			Real estate staff fired
113	Leather goods	Financial problems			Real estate staff fired
114	Mens and Womens Apparel	Financial problems			Filed Bankruptcy
115	Womens apparel	Financial problems			Closing stores
116	Mens and Womens Apparel	Financial problems			Filed Bankruptcy
117	Womens apparel	Financial problems			Filed Bankruptcy
118	Mens and Womens Apparel	Financial problems			Watch list Filed Bankruptcy
119	Men's apparel	Financial problems			Real estate staff fired
120	Paper Goods	Financial problems			Watch list Filed Bankruptcy- parent of Paper Source
121	Furniture	Financial problems			Filed Bankruptcy
122	Mens Apparel	Financial problems			Filed Bankruptcy
123	Stationary	Financial problems			Filed Bankruptcy
124	Womens Apparel	Financial problems			Filed Bankruptcy
125	Accessories	Financial problems			Filed Bankruptcy
126	Womens apparel	Financial problems			Financial problems
127	Furniture	Financial problems			Filed Bankruptcy
128	Youth apparel	Not interested currently			Not adding stores in our market at this time, but will keep in touch.
129	Lingerie 1	Not interested currently			No interest in Birmingham
130	Mens and Womens Apparel	Not interested currently			No interest in Birmingham
131	Women's apparel 1	Not interested currently			Not responsive
132	Bookstore 1	Not interested currently			Went to Somerset

	Code Name	Status	SF	Timing	Notes
133	Family Apparel	Not interested currently			Not adding stores in our market
134	Electronics 2	Not interested currently			Did not want another Michigan location
135	Women's apparel 4	Not interested currently			email and telephone follow up
136	Women apparel	Not interested currently			too close to Somerset
137	Womens apparel	Not interested currently			Not adding another store now because of Somerset
138	Furniture 6	Not interested currently			Broker called me. MI is one of three states with special sales tax for parent company which is QVC
139	Books	Not interested currently			Rejected Boji due to price and Sam due to layout 10/16
140	Online furniture	Not interested currently			Store in trouble
141	Online cosmetics	Not interested currently			Not responsive
142	Kids Enrichment	Not interested currently			No Interest
143	Children store	Not interested currently			Not looking at stores right now
144	Mens and Womens Apparel	Not interested currently			Not looking in Michigan
145	Furniture	Not interested currently			Not wanting to add a store in MI
146	Online skincare 1	Not interested currently			Sending sites, not responsive
147	Shoes 1	Not interested currently			Real estate rep left, no new contact yet
148	Contemporary men's and women's apparel	Not interested currently			Took a serious look, but we don't have their sq footage
149	children's store 1	Not interested currently			Revisiting
150	Online Women's Clothing 1	Not interested currently			Not responsive
151	Mens and Womens Apparel	Not interested currently			Not looking in MI
152	Toys 1	Not interested currently			Won't put another store this close to Somerset
153	Online Dorm room	Not interested currently			Only doing summer pop ups. Said to contact for next summer
154	Chocolate	Not interested currently			Not responsive
155	Online Clothing 1	Not interested currently			Just starting to add stores, contact next year.
156	womens and mens apparel	Not interested currently			Not adding another store in our market
157	Dart bar	Not interested currently	Michell' space		National broker rejected site due to lack of daytime traffic.
158	cosmetics 1	Not interested currently	Boutique		Put a hold on adding stores
159	Women and men's apparel 3	Not interested currently	1800-2000		Not doing leases for 12-18 mos unless value added- in other words, no rent.
160	Furniture 4	Not interested currently			Rejected our market.
161	Shoes	Not interested currently			Not looking in MI
162	Chocolate	Not interested currently			Rejected our market.
163	Online cosmetics 3	Not interested currently			Not responsive
164	Children's apparel 1	Not interested currently			not adding stores
165	Tween fashion 1	Not interested currently			No expansion
166	online goods	Not interested currently			Not responsive
167	Men's apparel 1	Not interested currently			Interested in another market
168	Ice Cream 1	Not interested currently			Broker said they were not interested in the market.
169	Womens apparel	Not interested currently			
170	Men's shoes 1	Not interested currently	1500-1800		Not expanding now but perhaps in future
171	Kids enrichment	Not interested currently			Having a tough time getting registered in MI
172	Lingerie 2	Not interested currently			Company sold and not adding sites
173	womens and mens apparel	Not interested currently			Needs 15,000 sq ft. Interested and asked to call if we have that size
174	Candy	Not interested currently			Not responsive
175	Furniture	Not interested currently			Reviewed sites, believe too close to Somerset
176	Women's Apparel 6	Not interested currently			not responsive

	Code Name	Status	SF	Timing	Notes
177	Cosmetics	Not interested currently			Don't need another in market- but knew Birmingham well
178	Purses	Not interested currently			Not this market
179	women's and men's apparel 1	Not interested currently	Boutique		Decided to go with a larger footprint of 20,000 sq ft
180	Designer resale 1	Not interested currently	Boutique		No interest
181	Women's and men's apparel 4	Not interested currently			No interest in Birmingham
182	Bakery 1	Not interested currently			Not responsive
183	Electronics	Not interested currently			Decided to stop brick and mortar stores
184	Furniture	Not interested currently			Not in this market
185	Online Clothing 2	Not interested currently			Not responsive
186	Online purses	Not interested currently			Need a franchisee
187	Online Activewear 1	Not interested currently			Sending Sites, not responsive
188	Womens apparel	Not interested currently			Not responsive
189	Online men's suits	Not interested currently			Not interested
190	Luxury fashion 3	Not interested currently			Not interested
191	Furniture/home accessories	Not interested currently			Looking for space larger than we have
192	Luxury Resale	Not interested currently			Not looking for brick and mortar
193	Womens apparel	Not interested currently			Not doing US stores
194	Resale	Not interested currently			Not doing brick and mortar locations
195	Womens apparel	Not interested currently			Not responsive
196	cosmetics 4	Not interested currently			Somerset renewed and put in radius restriction
197	women's men's apparel	Not interested currently			Can't expand in Birmingham due to naming issues
198	Womens apparel	Not interested currently			Not adding stores
199	Online Women's shoes	Not interested currently			Said Detroit not on their list now
200	Women's athletic apparel 1	Not interested currently			retailer not interested in expanding in our market at this time.
201	Women's apparel 8	Not interested currently	2800		Rejected Birmingham and opening a store at Somerset
202	Designer resale	Not interested currently			Not doing brick and mortar locations
203	Women's apparel 3	Not interested currently	2500		Needs 24 feet width. Keep in touch, not opening stores now
204	apparel 1	Not interested currently	25,000		Don't have sq footage they need
205	Luxury apparel 2	Not interested currently			Took a serious look, but rejected due to too few high end apparel stores.
206	Luxury apparel	Not interested currently			Not serious about looking at site
207	Shoes	Not interested currently			Not looking in market
208	Eyeglass	Not interested currently			Radius restriction with Somerset
209	Home goods 1	Not interested currently			Rejected market
210	Home	Not interested currently			No need for another store
211	Leather	Not interested currently			Not looking in this market
212	Online cosmetics 1	Not interested currently			Not part of their expansion plan
213	Athletic apparel	Not interested currently			Not adding stores in our market at this time

	Key
	Lease signed
	Serious prospect
	On hold
	Initial contact made
	Sites sent

	Code Name	Status	SF	Timing	Notes
	Financial trouble				
	Not interested currently - BSDs reaches out annually to determine if circumstances have changed				

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

JANUARY 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 Suit Bar	155	Bates Street, South	Apparel - Men	12/01/20	Scheduled to Open
Craig Ryan Fine Clothiers	147	Pierce Street	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
Fruitition 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
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
Seven Daughters	163	Maple Road, West	Coffee roaster	08/01/20	Opened
Urban Wick Candle Bar	172	Old Woodward, North	Specialty Retailer	07/23/20	Opened
VIGA USA	152	Old Woodward, North	Apparel - women	07/16/20	Opened

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

JANUARY 2021

Office Occupancy Rate 88%

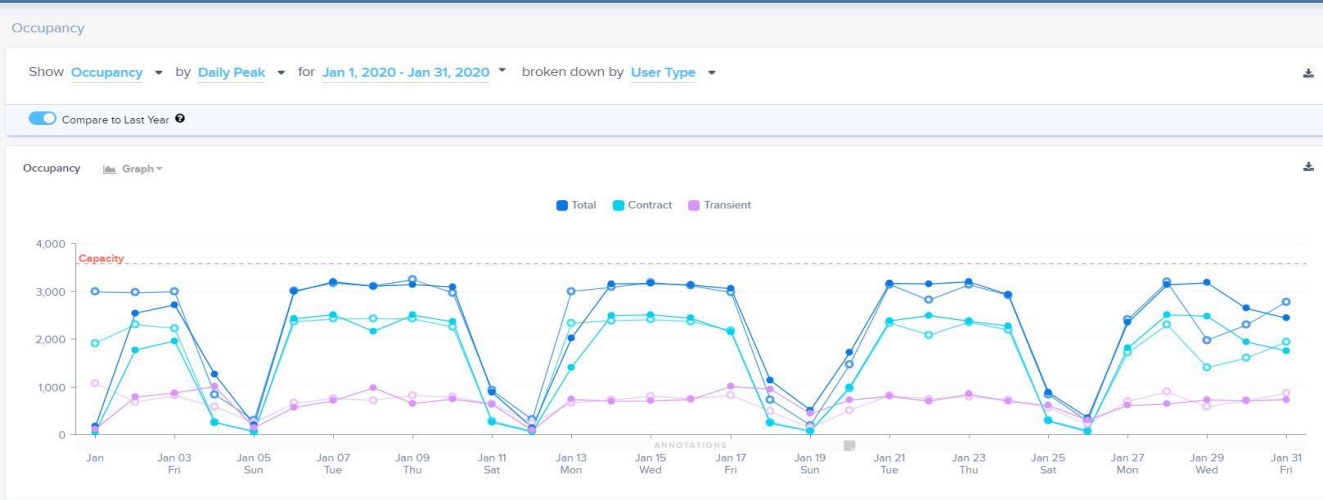
Retail Occupancy Rate 96%

[illegible]

City of Birmingham Parking Utilization Dashboard – January 2020

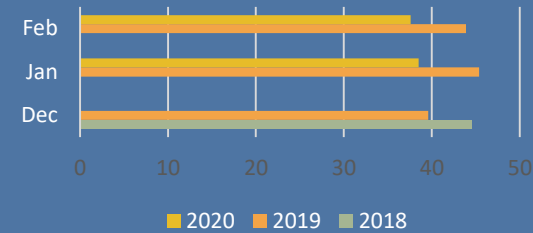
Parking Garages

OCCUPANCY

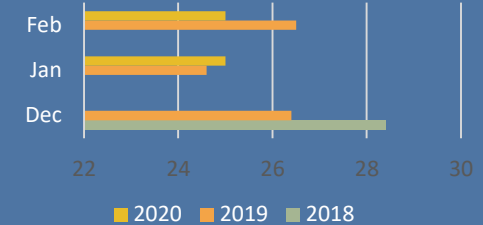


Parking Meters

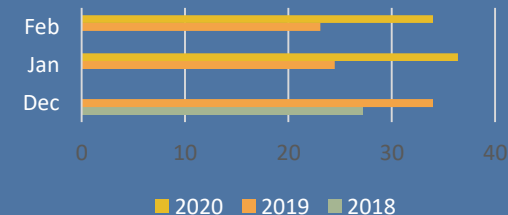
Coin



Credit



ParkMobile



DURATION



Roof Top Valet

January 2019	January 2020	Percentage Change
33	96	131%

MONTHLY PARKING PERMIT REPORT

For the month of: January 2020

Date Compiled: February 13, 2020

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

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

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

* Average Maximum day not available currently in Skidata

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

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

January 2019

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

January 2020

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

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

Birmingham Principal Shopping District Board

Voucher List For: 01/07/2021

Early Release	Vendor	Description	Account	Amount
	ART/DESIGN GROUP LTD	ARTWORK FOR RESTAURANT WEEK, HOLIDAYS AND GENERAL	MARKETING & ADVERTISING	3,414.50
	BEIER HOWLETT P.C.	ATTORNEY FEES	LEGAL SERVICES	346.50
	C & G PUBLISHING INC.	HOLIDAY STICKER ON EAGLE	MARKETING & ADVERTISING	2,357.49
	CC CONSULTING LLC	MONTHLY RETAIL CONSULTANT RETAINER + ONLINE PROGRAM	TENANT RECRUITMENT	2,183.33
	COSTAR REALTY INFORMATION, INC	ONLINE RETAIL SERVICES	TENANT RECRUITMENT	680.00
	CRAIN'S DETROIT BUSINESS	ANNUAL SUBSCRIPTION	MEMBERSHIP & DUES	99.00
	DANIEL SUTTKUS	SANTA PERFORMANCE PAY 3 OF 3	SPECIAL EVENTS	1,210.00
	DESTINATION MEDIA INC	HOLIDAY ADVERTISING - GSTV	MARKETING & ADVERTISING	7,200.00
	DOWNTOWN PUBLICATIONS INC	HOLIDAY ADVERTISING	MARKETING & ADVERTISING	328.00
	EFFECTV	FALL FASHION ADVERTISING	MARKETING & ADVERTISING	500.00
	ENTERCOM COMMUNICATIONS CORP	HOLIDAY ADVERTISING	MARKETING & ADVERTISING	242.78
	FRANCE MEDIA, INC.	SHOPPING CENTER BUS ADV	TENANT RECRUITMENT	2,950.00
	HR MEDIA LLC	FULL PAGE RESTAURANT WEEK AD	MARKETING & ADVERTISING	2,495.00
	IDEACORE, LLC	RACKSPACE FOR BSD EMAIL ACCOUNTS	WEB SITE MAINTENANCE	60.00
	IHEART MEDIA	HOLIDAY ADVERTISING	MARKETING & ADVERTISING	2,560.00
	JAIMI BROOK	SANTA HATS AND DEER ANTLERS FOR SCAVENGER HUNT	SPECIAL EVENTS	393.59
	JOHN C COOK	PHOTOGRAPHY FOR RESTAURANT WEEK	MARKETING & ADVERTISING	450.00
	LOGICAL SOLUTIONS ENTERPRISE INC	HOLIDAY CARDS PRINT & DELIVER TO STORES	MARKETING & ADVERTISING	275.00
	METRO PARENT PUBLISHING GROUP	HOLIDAY ADVERTISING	MARKETING & ADVERTISING	2,500.00
	MICHIGAN RADIO NPR	HOLIDAY ADVERTISING	MARKETING & ADVERTISING	700.00
	MICHIGAN RETAILERS	ANNUAL MEMBERSHIP	MEMBERSHIP & DUES	130.00
	NICK'S MAINTENANCE SERVICE	JANUARY SNOW REMOVAL AND 1/2 CHRISTMAS LIGHTS	SNOW REMOVAL CONTRACT	13,291.61
	OAKLAND COUNTY MOMS	HOLIDAY ADVERTISING	MARKETING & ADVERTISING	2,375.00
	OFFICE DEPOT INC	MISC OFFICE SUPPLIES	OPERATING SUPPLIES	33.32
	POINTE NEWS INCORPORATED	HOLIDAY ADVERTISING	MARKETING & ADVERTISING	549.00

Birmingham Principal Shopping District Board**Voucher List For:** 01/07/2021

Early Release	Vendor	Description	Account	Amount
	RANDYL LEE WAGNER	SANTA PERFORMANCE PAY 3 OF 3	SPECIAL EVENTS	751.66
	TIFFANY FLORIST	HOLIDAY GIFT FOR BOARD MEMBERS	PUBLIC RELATIONS	410.00
	TRANSPARENT WINDOW CLEANING	STORE WINDOW CLEANING ON EAST & WEST MAPLE AFTER CONSTRUCTION	SPECIAL EVENTS	2,000.00
	WXYZ/TV 7	HOLIDAY ADVERTISING	MARKETING & ADVERTISING	3,797.50
*	YIFTEE, INC	DEPOSIT FOR GIFT CARDS/BIRMINGHAM BUCKS	MARKETING & ADVERTISING	10,000.00
*	DREW EVAN NYSTROM	WORK AT SANTA HOUSE	SPECIAL EVENTS	264.00
*	KIMBERLY BYKAYLO	WORK AT SANTA HOUSE	SPECIAL EVENTS	312.00
*	OUTFRONT MEDIA	HOLIDAY ADVERTISING CONTACT #3215972	MARKETING & ADVERTISING	1,800.00
*	YIFTEE, INC	12 DAYS OF DINING PROMO	MARKETING & ADVERTISING	20,000.00

Total:	\$	86,659.28
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Journal Entries

Verizon - Ingrid & Jaimi cell phone - 2 months

\$ 199.72

DTE - Electric at BFM

15.70

Total Journal Entries

\$ 215.42

TOTAL VOUCHERS AND JOURNAL ENTRIES

\$ 86,874.70

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

Board Chair_____**Date**_____



MEMORANDUM

DATE: January 7, 2021

TO: Birmingham Shopping District Board

FROM: Ingrid Tighe, Executive Director

SUBJECT: Item 8A Draft Budget for Approval

The draft BSD budget for 2021-2022, 2022-2023, and 2023-2024 is attached for BSD Board review and approval. The board will note that operational expenses in Marketing, Maintenance/Capital Improvements, and Parking Valet Services will increase in 2022-2023 to support businesses during the planned South Old Woodward road construction over the next several years. These expenditures follow direction set by the Board one year ago.

Once the budget is approved by the BSD Board, the BSD staff will submit this to the City for review by the Finance Director, City Manager, and City Commission.

Suggested Action 8A:

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.

		S. OLD WOODWARD CONSTRUCTION		
		2020-21	2021-22	2022-23
		BUDGET	PLANNED	PLANNED
DESCRIPTION		BUDGET	BUDGET	BUDGET
ESTIMATED REVENUES				
	CHARGES TO AUTO PARKING SYSTEM	125,000	25,000	75,000
	FUTURE SPECIAL ASSESSEMENTS - PSD	1,030,930	1,030,930	1,030,930
	PSD SPEC ASSESS REVENUE 2019-2020	24,040	24,040	24,040
	CONTR FROM PRIVATE SOURCE	100,000	100,000	100,000
TOTAL ESTIMATED REVENUES		1,340,950	1,193,670	1,243,670
APPROPRIATIONS				
	SALARIES & WAGES DIRECT	32,700	33,650	34,600
	POSTAGE	3,000	3,000	3,000
	OPERATING SUPPLIES	3,500	3,500	3,500
	LEGAL SERVICES	3,000	3,000	3,000
	AUDIT	760	760	760
	OTHER CONTRACTUAL SERVICE	0	2,000	2,000
	PARKING VALET SERVICES	15,000	15,000	50,000
	SNOW REMOVAL CONTRACT	74,000	59,000	59,000
	WEB SITE MAINTENANCE	5,500	10,000	10,000
	TELEPHONE	1,750	1,750	1,750
	MARKETING & ADVERTISING	275,000	150,000	225,000
	PUBLIC RELATIONS	10,000	10,000	10,000
	TENANT RECRUITMENT	160,000	100,000	100,000
	PRINTING PSD MAGAZINE	60,000	60,000	60,000
	SPECIAL EVENTS	200,000	200,000	200,000
	EQUIPMENT MAINTENANCE	1,200	1,200	1,200
	MAINTENANCE SHOPPING DIST	70,000	70,000	100,000
	COMPUTER EQUIPMENT RENTAL	20,930	22,400	23,960
	BUILDING OR FACILITY RENT	12,000	12,000	12,000
	TRAINING	1,000	1,000	1,000
	MEMBERSHIP & DUES	1,600	1,600	1,600
	CONFERENCES & WORKSHOPS	3,000	3,000	3,000
	LIAB INSURANCE PREMIUMS	4,500	4,500	4,500
TOTAL APPROPRIATIONS		1,455,950	1,275,670	1,429,590
NET OF REVENUES/APPROPRIATIONS		(115,000)	(82,000)	(185,920)
BEGINNING FUND BALANCE		885,969	770,969	688,969
ENDING FUND BALANCE		770,969	688,969	503,049

CITY BOARD/COMMITTEE ATTENDANCE RECORD

Name of Board: Birmingham Shopping District

Year: 2020

Members Required for Quorum: 7

MEMBER NAME	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	SPEC MTG	SPEC MTG	Total Mtgs. Att.	Total Absent	Percent Attended Available
REGULAR MEMBERS																	
Richard Astrein	P	A	P	P	P	P	P	P	P	P	P	P			11	1	92%
Samy Eid	P	P	P	A	P	P	P	P	A	P	P	A			9	3	75%
Doug Fehan	P	P	P	P	P	P	P	A	A	P	P	P			10	2	83%
Geoffrey Hockman	P	P	P	P	P	P	P	P	P	A	P	P			11	1	92%
Zachary Kay	P	P	P	P	P	P	P	P	P	P	P	P			12	0	100%
Jessica Lundberg	P	A	P	P	P	P	A	P	P	P	P	P			10	2	83%
Amy Pohlod	P	P	P	P	P	P	P	P	P	P	P	P			12	0	100%
Steve Quintal	A	P	P	P	P	P	P	P	P	P	P	P			11	1	92%
Bill Roberts	P	P	P	P	P	P	P	P	P	P	P	P			12	0	100%
Judy Solomon	A	P	A	A	A	A	P	A	A	A	A				2	9	18%
Sam Surnow	A	P	P	P	P	P	P	P	A	P	P	A			9	3	75%
Joe Valentine	P	P	P	P	P	P	P	P	P	P	P	P			11	0	100%
Mike McKenzie												P			1	0	100%
Reserved															0	0	#DIV/0!
Present or Available	9	10	11	10	11	11	11	10	8	10	11	10	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
JANUARY 2021

DUE TO COVID-19

<u>BSD BOARD</u>	<u>January 7, 2021 at 8:30 a.m. via Zoom meeting</u>
<u>MAINTENANCE/CAPITAL IMPROVEMENTS</u>	<u>January 12, 2021 at 8:30 a.m. via Zoom meeting</u>
<u>SPECIAL EVENTS</u>	<u>January 22, 2021 at 8:30 a.m. via Zoom meeting</u>
<u>MARKETING/ADVERTISING</u>	<u>January 21, 2021 at 8:30 a.m. via Zoom meeting</u>
<u>BUSINESS DEVELOPMENT</u>	<u>January 28, 2021 at 8:30 via Zoom meeting</u>
<u>EXECUTIVE</u>	<u>January 5, 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).