



The Shopping District

**Birmingham Shopping District Agenda
Thursday, June 3, 2021 8:30 a.m.**

Join Zoom Meeting

<https://zoom.us/j/93834473175>

Meeting ID: 938 3447 3175

1. Call to order and Roll Call of Board
2. Recognition of Visitors
3. Approval of Minutes for May 6, 2021
4. Board Member Comments
5. Reports:
 - a. Finance Report
 - b. Executive Director Report
 - c. Committee Reports:
 - i. Special Events – Astrein
 - ii. Marketing & Advertising – Pohlod
 - iii. Maintenance and Capital Improvements – Quintal
 - iv. Business Development – Surnow
 - v. Executive Board Report – Hockman
 - d. Parking Report - Astrein
6. Approval of Vouchers
7. Unfinished Business
8. New Business
 - a. Approval of Revised Addendum to Third Party Retail Recruiter agreement
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, May 6, 2021 - 8:30 a.m.
ZOOM Meeting

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, May 6, 2021, at 8:30 a.m. via ZOOM Meetings

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT: Eid

ALSO PRESENT: Director Emeritus Fehan (Bloomfield Hills, MI), David Hoehendorf, Stuart Jeffares

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

2. RECOGNITION OF VISITORS

3. APPROVAL OF MINUTES

MOTION: Motion by Astrein, seconded by Pohlod to approve the minutes dated April 1, 2021.

VOTE: Yeas, 10 Nays, 0 Absent, 1

4. BOARD MEMBER COMMENTS

5. REPORTS

a. FINANCE REPORT – GERBER

Gerber reported the balance as of March is approximately \$1.2 million in cash. There is still about \$62,000 of the special assessments unpaid, which is typical for this time of the year. There is also approximately \$1,500 of last year's assessment unpaid. We will be getting that money from the county.

We currently have over \$1 million fund balance and are doing very well with expenses. The cash flow report shows the grant money for the restaurant relief program which was not projected. However, that was a pass-through as we received the money from the county and dispersed it to the restaurants.

Office expenses are lower than projected which is partially due to the executive director leaving.

b. EXECUTIVE DIRECTOR REPORT

No report given

c. COMMITTEE REPORTS:

SPECIAL EVENTS – ASTREIN

Astrein reported that we are still limited in what types of events we are able to do. Brook shared that the Farmers Market opened on May 2 with approximately 40 vendors and about 2,000 attendees. People seemed very happy to be back to a walkable market this year.

Astrein continued that we are finalizing plans for a drive-in Movie Night at Seaholm High School on June 11. Day on the Town will be held on July 31. We will continue to review applicable safety guidelines. As of now, the city is not planning to participate in the Woodward Dream Cruise.

MARKETING & ADVERTISING - POHLOD

Pohlod reported that the spring fashion video is now on our website and is posted in social media. The committee is working on a marketing strategy for next year. They plan to not have a magazine again. This will require a new RFP. They are also looking at adding some functionality to the website.

Astrein asked about expanding the scope of the stores shown in the video to give exposure to more stores. Pohlod responded that they had approached many stores for merchandise, but not all of them were interested.

McKenzie asked to move back to special events and shared that his contacts are telling him that Ford is planning to move forward with their Woodward Dream Cruise sponsorship. Markus responded that the city almost had the resolution to cancel the event on the next commission meeting agenda. He added that Bloomfield Township is not participating. He said that he is concerned about Chevy's sponsorship as there will be construction on S. Old Woodward next year. However, there is a major concern from the public health standpoint.

MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL

Quintal shared that planters should be in by Memorial Day. There will be an RFP for snow removal. He asked if board members preferred the enhanced snow removal that was done this past winter. Astrein said that he did and that he does not feel that this is the time to pull back. Quintal said that they would look at the budget. Hockman suggested getting bids both ways to see what the difference would be.

BUSINESS DEVELOPMENT - SURNOW

Surnow reported that the pipeline shows an uptick in leasing activity. He is very excited about RH and the results of the planning board meeting. He thanked those who attended for their support. Markus added that there are two items that apply to RH on the consent agenda at the next commission meeting. There is also new business to approve lot splits. Markus encouraged board members to watch or participate in the meeting. Hockman said that we would email the meeting information to the board.

Fehan asked about the lot split. Markus explained that it would square off the property. Hoehendorf asked if RH would be a tenant or own the building. Markus responded that it is his understanding that they would own their own parcel.

Surnow added that they are looking into producing new marketing materials and are working with Ciura to see what she thinks would be most helpful.

EXECUTIVE BOARD REPORT - HOCKMAN

Hockman shared that there is a city commission study session prior to the next commission meeting that will look into the parking assessment district. He encouraged board members to attend. Markus added that they have done a legal review of the parking system. They will be giving history and detailed information as the city attorney has been researching this issue.

d. PARKING REPORT - ASTREIN

Astrein reported the waiting list for a space in the parking structures has gone down from approximately 3600 pre-pandemic to about 1000 now. He expects this number to continue to go down when fees are reinstituted.

Astrein added that they had discussed buying into the parking assessment district as well as getting new internet service for the garages. Pohlod asked about parking structure capacity reports. Astrein explained that they would start doing those again when we go back to the regular parking system – with fees.

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 Pohlod to approve the vouchers, as submitted, dated May 6, 2021.

VOTE: Yeas, 10 Nays, 0 Absent, 1

7. UNFINISHED BUSINESS

8. NEW BUSINESS

9. INFORMATION

- a. Retail Activity**
- b. Announcements**
- c. Letters, Board Attendance & Monthly Meeting Schedule**

10. PUBLIC COMMENTS

Markus shared that he will be recommending Sarvy Lipari to the city commission as a new BSD board member. Unfortunately, the other candidate did not make his interview and we have been unable to contact him. He added that Lipari was very well received by the executive committee.

Markus also shared that the parking assessment district is a complicated discussion. There are currently challenges with The Pearl changing the intended use of their space, which then changes how many parking places are required. Since they are located at such a distance from the closest structure, under the current system, they would be able to buy-in at only \$3,000 and would then not be required to add more parking. He believes that this formula is outdated and needs to change.

Hockman again encouraged attendance at the study session.

11. ADJOURNMENT – 9:32 A.M.

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

Fund 247 PRINCIPAL SHOPPING DISTRICT

GL Number	Description	Balance
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*** Assets ***

247-000.000-004.0000	PETTY CASH	250.00
247-000.000-005.0000	CASH AND INVESTMENTS	1,113,565.35
247-000.000-028.0000	MISCELLANEOUS	10,858.72
247-000.000-028.9999	ALLOW FOR DOUBTFUL ACCTS.	(1,653.72)
247-000.000-045.0886	PSD PEC ASSESS 20-21 #886 RECEIVAE	65,391.61
247-000.000-048.0885	PSD 2019-2020 DELQ SAD	1,513.99

Total Assets		1,189,925.95
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*** Liabilities ***

247-000.000-202.0000	ACCOUNTS PAYABLE	35,040.53
247-000.000-255.0001	GIFT CERTIFICATES	450.00
247-000.000-367.0300	DEFER. INFLOWS - MISCELLANEOUS INV	9,205.00
247-000.000-367.0700	DEFER. INFLOWS - SPECIAL ASSESSMEN	65,391.61
247-000.000-367.0800	DEFER. INFLOWS - DELQ SPECIAL ASSE	1,513.99

Total Liabilities		111,601.13
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*** Fund Balance ***

247-000.000-391.0000	RETAINED EARNINGS	885,969.25
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Total Fund Balance		885,969.25
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Beginning Fund Balance		885,969.25
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Net of Revenues VS Expenditures		192,355.57
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Ending Fund Balance		1,078,324.82
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Total Liabilities And Fund Balance		1,189,925.95
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REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 04/30/2021

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 04/30/2021	ACTIVITY FOR MONTH 04/30/2021	AVAILABLE BALANCE	% BDGT USED
Fund 247 - PRINCIPAL SHOPPING DISTRICT						
Revenues						
Dept 000.000						
USE OF FUND BALANCE						
247-000.000-400.0000	APPROP FUND BAL/RET EARN	247,280.00	0.00	0.00	247,280.00	0.00
USE OF FUND BALANCE		247,280.00	0.00	0.00	247,280.00	0.00
INTERGOVERNMENTAL						
247-000.000-528.0000-COV-OCREST	OTHER FEDERAL GRANTS	0.00	58,778.00	0.00	(58,778.00)	100.00
INTERGOVERNMENTAL		0.00	58,778.00	0.00	(58,778.00)	100.00
CHARGES FOR SERVICES						
247-000.000-641.0585	CHARGES TO AUTO PARKING SYSTEM	25,000.00	25,000.00	0.00	0.00	100.00
CHARGES FOR SERVICES		25,000.00	25,000.00	0.00	0.00	100.00
INTEREST AND RENT						
247-000.000-664.0000	INVESTMENT INCOME	13,700.00	8,032.37	1,320.34	5,667.63	58.63
247-000.000-666.0001	SPECIAL ASSESSMENT INTEREST	0.00	0.00	0.00	0.00	0.00
INTEREST AND RENT		13,700.00	8,032.37	1,320.34	5,667.63	58.63
SPECIAL ASSESSMENTS						
247-000.000-672.0247	FUTURE SPECIAL ASSESSEMENTS - PSD	1,030,930.00	0.00	0.00	1,030,930.00	0.00
247-000.000-672.0868	PSD SPECIAL ASSESSMENT 2015-2016	0.00	0.00	0.00	0.00	0.00
247-000.000-672.0870	PSD SPECIAL ASSESS REV 17-18 #870	0.00	0.00	0.00	0.00	0.00
247-000.000-672.0884	PSD SPEC ASSESS REVENUE 2018-2019	0.00	0.00	0.00	0.00	0.00
247-000.000-672.0885	PSD SPEC ASSESS REVENUE 2019-2020	24,040.00	15,915.21	0.00	8,124.79	66.20
247-000.000-672.0886	PSD SPECIAL ASSESS REV 2020-2021	0.00	988,550.58	(3,628.00)	(988,550.58)	100.00
SPECIAL ASSESSMENTS		1,054,970.00	1,004,465.79	(3,628.00)	50,504.21	95.21
OTHER REVENUE						
247-000.000-674.0009	PROCEEDS FROM FUNDRAISING	0.00	0.00	0.00	0.00	0.00
247-000.000-676.0001	CONTR FROM PRIVATE SOURCE	190,000.00	15,681.00	9,341.00	174,319.00	8.25
247-000.000-677.0001	SUNDRY & MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00
OTHER REVENUE		190,000.00	15,681.00	9,341.00	174,319.00	8.25
Total Dept 000.000		1,530,950.00	1,111,957.16	7,033.34	418,992.84	72.63
TOTAL REVENUES		1,530,950.00	1,111,957.16	7,033.34	418,992.84	72.63
Expenditures						
Dept 298.000 - PUBLIC RELATIONS						
PERSONNEL SERVICES						
247-298.000-702.0001	SALARIES & WAGES DIRECT	32,700.00	12,069.98	1,619.94	20,630.02	36.91
247-298.000-702.0002	OVERTIME PAY	0.00	0.00	0.00	0.00	0.00
247-298.000-702.0003	LONGEVITY	550.00	0.00	0.00	550.00	0.00
247-298.000-706.0000	LABOR BURDEN	0.00	0.00	0.00	0.00	0.00
247-298.000-706.0001	FICA	2,550.00	835.05	101.11	1,714.95	32.75
247-298.000-706.0002	HOSPITALIZATION	4,710.00	45.63	0.00	4,664.37	0.97
247-298.000-706.0007	WORKER'S COMPENSATION	110.00	37.86	5.08	72.14	34.42
247-298.000-706.0012	RETIREMNT-DEF CONTR EMPLR	3,160.00	41.73	0.00	3,118.27	1.32
247-298.000-706.0013	RET HLTH SVGS CONTR EMPLR	690.00	8.86	0.00	681.14	1.28

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 04/30/2021

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 04/30/2021	ACTIVITY FOR MONTH 04/30/2021	AVAILABLE BALANCE	% BDGT USED
Fund 247 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
PERSONNEL SERVICES		44,470.00	13,039.11	1,726.13	31,430.89	29.32
Total Dept 298.000 - PUBLIC RELATIONS						
		44,470.00	13,039.11	1,726.13	31,430.89	29.32
Dept 441.005 - DOWNTOWN MAINTENANCE						
PERSONNEL SERVICES						
247-441.005-702.0001	SALARIES & WAGES DIRECT	55,510.00	38,400.93	2,615.97	17,109.07	69.18
247-441.005-702.0002	OVERTIME PAY	26,450.00	21,618.59	1,249.55	4,831.41	81.73
247-441.005-702.0003	LONGEVITY	340.00	160.37	0.00	179.63	47.17
247-441.005-702.0004	HOLIDAY PAY	0.00	0.00	0.00	0.00	0.00
247-441.005-706.0000	LABOR BURDEN	0.00	0.00	0.00	0.00	0.00
247-441.005-706.0001	FICA	6,560.00	4,495.93	286.76	2,064.07	68.54
247-441.005-706.0002	HOSPITALIZATION	10,460.00	7,596.26	518.50	2,863.74	72.62
247-441.005-706.0003	LIFE INSURANCE	200.00	199.73	16.88	0.27	99.87
247-441.005-706.0004	RETIRE CONTRIB HEALTH	12,610.00	9,182.06	893.64	3,427.94	72.82
247-441.005-706.0005	DENTAL/OPTICAL	630.00	458.15	39.23	171.85	72.72
247-441.005-706.0006	LT/ST DISABILITY	640.00	469.04	34.74	170.96	73.29
247-441.005-706.0007	WORKER'S COMPENSATION	1,580.00	1,526.42	116.91	53.58	96.61
247-441.005-706.0008	SICK TIME PAYOUT	0.00	0.00	0.00	0.00	0.00
247-441.005-706.0009	DEFERRED COMPENSATION	0.00	0.00	0.00	0.00	0.00
247-441.005-706.0010	RETIREMENT EMPLOYER CNTB	7,270.00	5,768.20	576.82	1,501.80	79.34
247-441.005-706.0011	HRA BENEFIT	100.00	117.51	0.00	(17.51)	117.51
247-441.005-706.0012	RETIREMNT-DEF CONTR EMPLR	2,210.00	3,817.53	285.55	(1,607.53)	172.74
247-441.005-706.0013	RET HLTH SVGS CONTR EMPLR	1,010.00	1,189.12	95.08	(179.12)	117.73
PERSONNEL SERVICES		125,570.00	94,999.84	6,729.63	30,570.16	75.65
OTHER CHARGES						
247-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	43,000.00	34,235.67	2,463.29	8,764.33	79.62
OTHER CHARGES		43,000.00	34,235.67	2,463.29	8,764.33	79.62
Total Dept 441.005 - DOWNTOWN MAINTENANCE						
		168,570.00	129,235.51	9,192.92	39,334.49	76.67
Dept 748.000 - PRINCIPAL SHOPPING DISTRICT						
PERSONNEL SERVICES						
247-748.000-702.0001	SALARIES & WAGES DIRECT	234,900.00	151,011.40	8,030.08	83,888.60	64.29
247-748.000-702.0002	OVERTIME PAY	0.00	434.39	0.00	(434.39)	100.00
247-748.000-702.0003	LONGEVITY	0.00	0.00	0.00	0.00	0.00
247-748.000-706.0000	LABOR BURDEN	0.00	0.00	0.00	0.00	0.00
247-748.000-706.0001	FICA	17,970.00	11,169.24	607.53	6,800.76	62.15
247-748.000-706.0002	HOSPITALIZATION	37,340.00	23,874.09	1,159.58	13,465.91	63.94
247-748.000-706.0003	LIFE INSURANCE	950.00	499.14	0.00	450.86	52.54
247-748.000-706.0004	RETIRE CONTRIB HEALTH	5,620.00	4,676.70	467.67	943.30	83.22
247-748.000-706.0005	DENTAL/OPTICAL	1,640.00	852.58	0.00	787.42	51.99
247-748.000-706.0006	LT/ST DISABILITY	990.00	512.82	0.00	477.18	51.80
247-748.000-706.0007	WORKER'S COMPENSATION	740.00	723.01	25.30	16.99	97.70
247-748.000-706.0008	SICK TIME PAYOUT	0.00	0.00	0.00	0.00	0.00
247-748.000-706.0010	RETIREMENT EMPLOYER CNTB	4,830.00	4,022.50	402.25	807.50	83.28
247-748.000-706.0011	HRA BENEFIT	0.00	0.00	0.00	0.00	0.00
247-748.000-706.0012	RETIREMNT-DEF CONTR EMPLR	10,370.00	(38,728.48)	(44,141.17)	49,098.48	(373.47)
247-748.000-706.0013	RET HLTH SVGS CONTR EMPLR	1,820.00	(7,686.69)	(8,652.69)	9,506.69	(422.35)

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 04/30/2021

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 04/30/2021	ACTIVITY FOR MONTH 04/30/2021	AVAILABLE BALANCE	% BDGT USED
Fund 247 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
PERSONNEL SERVICES		317,170.00	151,360.70	(42,101.45)	165,809.30	47.72
OTHER CHARGES						
247-748.000-801.0200	LEGAL SERVICES	3,000.00	2,150.01	0.00	849.99	71.67
247-748.000-802.0100	AUDIT	760.00	756.10	0.00	3.90	99.49
247-748.000-811.0000	OTHER CONTRACTUAL SERVICE	0.00	0.00	0.00	0.00	0.00
247-748.000-828.0300	PARKING VALET SERVICES	90,000.00	2,100.00	0.00	87,900.00	2.33
247-748.000-829.0100	SNOW REMOVAL CONTRACT	59,000.00	64,199.76	0.00	(5,199.76)	108.81
247-748.000-829.0200	WEB SITE MAINTENANCE	5,500.00	2,229.18	587.50	3,270.82	40.53
247-748.000-851.0000	TELEPHONE	1,750.00	1,404.24	149.96	345.76	80.24
247-748.000-901.0000	PRINTING & PUBLISHING	0.00	0.00	0.00	0.00	0.00
247-748.000-901.0400	MARKETING & ADVERTISING	315,000.00	264,927.41	10,177.55	50,072.59	84.10
247-748.000-901.0500	PUBLIC RELATIONS	10,000.00	4,410.00	0.00	5,590.00	44.10
247-748.000-903.0000	TENANT RECRUITMENT	160,000.00	52,176.95	2,863.33	107,823.05	32.61
247-748.000-904.0000	PRINTING PSD MAGAZINE	60,000.00	53,000.00	9,000.00	7,000.00	88.33
247-748.000-909.0000	SPECIAL EVENTS	160,000.00	62,640.56	6,648.97	97,359.44	39.15
247-748.000-933.0200	EQUIPMENT MAINTENANCE	1,200.00	537.55	38.57	662.45	44.80
247-748.000-935.0200	MAINTENANCE SHOPPING DIST	85,000.00	20,139.48	6,650.00	64,860.52	23.69
247-748.000-941.0000	EQUIPMENT RENTAL OR LEASE	0.00	0.00	0.00	0.00	0.00
247-748.000-942.0000	COMPUTER EQUIPMENT RENTAL	20,930.00	17,441.70	1,744.17	3,488.30	83.33
247-748.000-944.0000	BUILDING OR FACILITY RENT	12,000.00	10,000.00	1,000.00	2,000.00	83.33
247-748.000-955.0100	TRAINING	1,000.00	246.50	0.00	753.50	24.65
247-748.000-955.0300	MEMBERSHIP & DUES	1,600.00	1,484.00	375.00	116.00	92.75
247-748.000-955.0400	CONFERENCES & WORKSHOPS	3,000.00	0.00	0.00	3,000.00	0.00
247-748.000-957.0400	LIAB INSURANCE PREMIUMS	4,500.00	3,750.00	375.00	750.00	83.33
247-748.000-962.0000	MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00
OTHER CHARGES		994,240.00	563,593.44	39,610.05	430,646.56	56.69
SUPPLIES						
247-748.000-727.0000	POSTAGE	3,000.00	0.00	0.00	3,000.00	0.00
247-748.000-729.0000	OPERATING SUPPLIES	3,500.00	62,372.83	102.37	(58,872.83)	1,782.08
247-748.000-799.0000	EQUIPMENT UNDER \$5,000	0.00	0.00	0.00	0.00	0.00
SUPPLIES		6,500.00	62,372.83	102.37	(55,872.83)	959.58
CAPITAL OUTLAY						
247-748.000-972.0000	FURNITURE	0.00	0.00	0.00	0.00	0.00
CAPITAL OUTLAY		0.00	0.00	0.00	0.00	0.00
Total Dept 748.000 - PRINCIPAL SHOPPING DISTRICT						
		1,317,910.00	777,326.97	(2,389.03)	540,583.03	58.98
TOTAL EXPENDITURES						
		1,530,950.00	919,601.59	8,530.02	611,348.41	60.07
Fund 247 - PRINCIPAL SHOPPING DISTRICT:						
TOTAL REVENUES		1,530,950.00	1,111,957.16	7,033.34	418,992.84	72.63
TOTAL EXPENDITURES		1,530,950.00	919,601.59	8,530.02	611,348.41	60.07
NET OF REVENUES & EXPENDITURES		0.00	192,355.57	(1,496.68)	(192,355.57)	100.00

PRINCIPAL SHOPPING DISTRICT
CASH FLOW
FOR THE MONTH OF APRIL 2021

	<u>DESCRIPTION</u>	<u>PROJECTED</u>	<u>ACTUAL</u>	<u>VARIANCE</u>
	BEGINNING CASH BALANCE	\$ 1,033,130	\$ 1,164,806	\$ 131,676
	CASH RECEIPTS:			
	Restaurant Relief Grant	-	-	-
	Special Assessments	-	(3,628)	(3,628)
	Interest Income	1,380	1,320	(60)
	Advisory Parking Committee	-	-	-
	Special Event Revenue	<u>12,000</u>	<u>9,341</u>	<u>(2,659)</u>
	Sub-total cash receipts	13,380	7,033	(6,347)
	CASH DISBURSEMENTS:			
	OFFICE DISBURSEMENTS			
	PSD Personnel Costs	24,400	(42,102)	66,502
727.0000	Postage	400	-	400
729.0000	Supplies	280	58,815	(58,535)
801.0200	Legal	250	264	(14)
802.0100	Audit	-	-	-
811.0000	Other Contractual Service	-	-	-
933.0200	Equipment Maintenance	-	39	(39)
851.0000	Telephone	150	150	-
955.0100	Training	80	-	80
955.0300	Memberships & Dues	270	-	270
955.0400	Conferences & Workshops	-	-	-
942.0000	Computer Equipment Rental	1,750	1,744	6
957.0400	Liability Insurance	375	375	-
944.0000	Building Rent	<u>1,000</u>	<u>1,000</u>	<u>-</u>
	Sub-total Office Disbursements	28,955	20,285	8,670
	PROGRAM DISBURSEMENTS			
	DPS Downtown Maintenance	6,110	9,193	(3,083)
	Promotion Personnel Costs	3,710	1,726	1,984
	Gift Certificates Out	-	-	-
828.0300	Valet Services	-	-	-
829.0100	Snow Removal	9,830	11,342	(1,512)
935.0200	Maintenance PSD	7,000	3,245	3,755
901.0400	Marketing & Advertising	10,000	6,922	3,078
901.0500	Public Relations	1,000	-	1,000
903.0000	Tenant Recruitment	18,330	5,546	12,784
909.0000	Special Events	-	15	(15)
904.0000	PSD Magazine	-	-	-
829.0200	Web Site Maintenance	<u>-</u>	<u>-</u>	<u>-</u>
	Sub-total Program Disbursements	<u>55,980</u>	<u>37,989</u>	<u>17,991</u>
	Total Disbursements	84,935	58,274	26,661
	INCREASE (DECREASE) IN CASH BALANCE	<u>(71,555)</u>	<u>(51,241)</u>	<u>20,314</u>
	ENDING CASH BALANCE	<u>\$ 961,575</u>	<u>\$ 1,113,565</u>	<u>\$ 151,990</u>

PRINCIPAL SHOPPING DISTRICT
ACTUAL CASH FLOW
FOR THE TEN MONTHS ENDED APRIL 2021

	DESCRIPTION	PROJECTED	ACTUAL	VARIANCE
	BEGINNING CASH BALANCE	\$ 909,425	\$ 909,425	\$ -
	CASH RECEIPTS:			
	Restaurant Relief Grant	-	58,778	58,778
	Special Assessments	1,047,760	1,040,620	(7,140)
	Interest Income	10,420	8,033	(2,387)
	Advisory Parking Committee	25,000	25,000	-
	Special Event Revenue	184,730	16,287	(168,443)
	Sub-total cash receipts	1,267,910	1,148,718	(119,192)
	CASH DISBURSEMENTS:			
	OFFICE DISBURSEMENTS			
	PSD Personnel Costs	268,400	164,941	103,459
727.0000	Postage	2,000	-	2,000
729.0000	Supplies	2,940	62,341	(59,401)
801.0200	Legal	2,500	2,327	173
802.0100	Audit	760	756	4
811.0000	Other Contractual Service	-	-	-
933.0200	Equipment Maintenance	900	538	362
851.0000	Telephone	1,450	1,457	(7)
955.0100	Training	830	246	584
955.0300	Memberships & Dues	1,230	1,484	(254)
955.0400	Conferences & Workshops	2,500	-	2,500
942.0000	Computer Equipment Rental	17,430	17,440	(10)
957.0400	Liability Insurance	3,750	3,750	-
944.0000	Building Rent	10,000	10,000	-
	Sub-total Office Disbursements	314,690	265,280	49,410
	PROGRAM DISBURSEMENTS			
	DPS Downtown Maintenance	139,850	136,933	2,917
	Promotion Personnel Costs	37,070	14,419	22,651
	Gift Certificates Out	-	100	(100)
828.0300	Valet Services	15,000	2,100	12,900
829.0100	Snow Removal	74,000	64,202	9,798
935.0200	Maintenance PSD	54,000	17,831	36,169
901.0400	Marketing & Advertising	231,000	273,668	(42,668)
901.0500	Public Relations	8,000	4,410	3,590
903.0000	Tenant Recruitment	123,300	57,395	65,905
909.0000	Special Events	155,000	62,538	92,462
904.0000	PSD Magazine	60,000	44,000	16,000
829.0200	Web Site Maintenance	3,850	1,702	2,148
	Sub-total Program Disbursements	901,070	679,298	221,772
	Total Disbursements	1,215,760	944,578	271,182
	INCREASE (DECREASE) IN CASH BALANCE	52,150	204,140	151,990
	ENDING CASH BALANCE	\$ 961,575	\$ 1,113,565	\$ 151,990

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

DESCRIPTION	ACTUAL										PROJECTED		Total 2020-2021
	JULY 2020	AUGUST 2020	SEPTEMBER 2020	OCTOBER 2020	NOVEMBER 2020	DECEMBER 2020	JANUARY 2021	FEBRUARY 2021	MARCH 2021	APRIL 2021	MAY 2021	JUNE 2021	
BEGINNING CASH BALANCE	909,425	823,584	787,539	711,589	673,101	597,374	430,846	588,474	775,954	1,164,806	1,113,565	1,005,430	909,425
CASH RECEIPTS:													
2019 Assessment	539	35,615	5,611	-	-	-	-	10,304	-	-	1,500	-	53,569
2020 Assessment	-	-	-	-	-	-	270,516	322,420	399,243	(3,628)	-	-	988,551
Special Assessments	539	35,615	5,611	-	-	-	270,516	332,724	399,243	(3,628)	1,500	-	1,042,120
Restaurant Relief Grant	-	-	-	-	-	-	-	-	58,778	-	-	-	58,778
Interest Income	(76)	1,314	1,146	1,153	831	836	428	495	586	1,320	1,490	1,370	10,893
Advisory Parking Committee	-	-	-	25,000	-	-	-	-	-	-	-	-	25,000
Special Event Revenue	870	156	120	-	5,000	-	500	300	-	9,341	4,120	1,150	21,557
Sub-total cash receipts	1,333	37,085	6,877	26,153	5,831	836	271,444	333,519	458,607	7,033	7,110	2,520	1,158,348
CASH DISBURSEMENTS:													
OFFICE DISBURSEMENTS													
PSD Personnel Costs	33,345	21,860	20,936	24,851	23,808	36,050	24,078	9,996	12,119	(42,102)	24,400	24,370	213,711
727.00 Postage	-	-	-	-	-	-	-	-	-	-	400	600	1,000
729.00 Supplies	-	2,784	377	-	130	90	33	96	16	58,815	280	280	62,901
801.02 Legal	-	177	611	-	335	549	346	-	45	264	250	250	2,827
802.01 Audit	-	-	207	262	237	50	-	-	-	-	-	-	756
811.00 Other Contractual Service	1,440	-	-	-	-	-	-	-	-	-	-	-	1,440
933.02 Equipment Maintenance	-	-	218	-	217	-	64	-	-	39	-	300	838
851.00 Telephone	102	103	100	100	100	100	102	450	150	150	150	150	1,757
955.01 Training	-	-	-	-	-	-	-	-	246	-	80	90	416
955.03 Memberships & Dues	-	375	575	-	-	305	229	-	-	-	370	-	1,854
955.04 Conferences & Workshops	-	-	-	-	-	-	-	-	-	-	400	100	500
942.00 Computer Equipment Rental	1,744	1,744	1,744	1,744	1,744	1,744	1,744	1,744	1,744	1,744	1,750	1,750	20,940
957.04 Liability Insurance	375	375	375	375	375	375	375	375	375	375	375	375	4,500
944.00 Building Rent	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
Sub-total Office Disbursements	38,006	28,418	26,143	28,332	27,946	40,263	27,971	13,661	15,695	20,285	29,455	29,265	325,440
PROGRAM DISBURSEMENTS													
DPS Downtown Maintenance	26,958	15,187	14,773	15,679	10,556	17,957	9,727	5,880	11,023	9,193	6,110	22,610	165,653
Promotion Personnel Costs	1,950	-	-	875	1,749	2,915	1,784	1,690	1,730	1,726	3,700	3,700	21,819
Gift Certificates Out	-	25	-	-	75	-	-	-	-	-	-	-	100
828.03 Valet Services	-	-	2,000	100	-	-	-	-	-	-	-	-	2,100
829.01 Snow Removal	-	-	-	-	9,417	9,417	11,342	11,342	11,342	11,342	-	-	64,202
935.02 Maintenance PSD	3,703	638	638	827	6,241	211	2,139	-	189	3,245	8,000	8,000	33,831
901.04 Marketing & Advertising	10,778	17,491	19,077	2,501	6,823	45,153	50,254	90,438	24,231	6,922	10,000	9,000	292,668
901.05 Public Relations	-	-	-	-	2,000	-	410	2,000	-	-	1,000	1,000	6,410
903.00 Tenant Recruitment	(528)	7,443	6,911	3,860	9,777	3,113	5,338	13,072	2,863	5,546	18,330	18,370	94,095
909.00 Special Events	7,687	3,928	13,285	5,467	5,392	11,335	4,791	7,956	2,682	15	37,000	8,000	107,538
904.00 PSD Magazine	-	-	-	7,000	-	37,000	-	-	-	-	-	-	44,000
829.02 Web Site Maintenance	60	-	-	-	1,582	-	60	-	-	-	1,650	-	3,352
Sub-total Program Disbursements	50,608	44,712	56,684	36,309	53,612	127,101	85,845	132,378	54,060	37,989	85,790	70,680	835,768
Total Disbursements	88,614	73,130	82,827	64,641	81,558	167,364	113,816	146,039	69,755	58,274	115,245	99,945	1,161,208
INCREASE (DECREASE) IN CASH BALANCE	(87,281)	(36,045)	(75,950)	(38,488)	(75,727)	(166,528)	157,628	187,480	388,852	(51,241)	(108,135)	(97,425)	(2,860)
ENDING CASH BALANCE	822,144	787,539	711,589	673,101	597,374	430,846	588,474	775,954	1,164,806	1,113,565	1,005,430	908,005	906,565



Special Events Committee

May 14, 2021 – ZOOM Meeting

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

The Shopping District

Staff: Brook

1. Welcome and Introductions

PRESENT: Astrein, Fehan, Kay, Lipari, McLeod, Pohlod

ABSENT: Hussey, Knight, Solomon

ADMINISTRATION: Brook

GUEST: Sean Kammer

2. Farmers Market Update

- a. We have had 35-40 vendors attend the market each week.
- b. Shoppers and vendors are pleased to be back to a walkable market format.
- c. We continue to work with Chief Wells and follow MDHHS safety guidelines. This currently limits us from having live music, food trucks and beverage sales at the market.

3. Movie Nights Update

- a. The June 11th Movie Night will be held as a drive-in movie in Seaholm High School's parking lot.
 - i. Attendance will be free, but registration will be required
 - ii. Attendees will be asked to stay at their vehicles
 - iii. We will bring in a professional parking company to help load-in the cars
 - iv. Previous sponsors have been asked to donate an item or treat to a goodie bag
- b. We will continue to monitor the COVID-19 situation to plan for the July and August Movie Nights.

4. Day on the Town Update

- a. We have confirmed plans with Chief Wells for the July 31st event.
 - i. We will not have a bounce house, kids' activities or live music.
- b. Merchant registration is due July 9th.

5. **Cruise** – Due to the ongoing COVID-19 situation, the Birmingham City Commission is looking into not participating in the Woodward Dream Cruise again this year. Therefore, the Birmingham Cruise Event would not be able to take place.

NEXT MEETING: Friday, June 18 at 8:30 a.m.

2020-21 Budget: \$200,000

Remaining balance after June vouchers: \$89,694



The Shopping District

Marketing & Advertising Committee Meeting

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

Staff: Bassett

1. No meeting held in May.

2. RFP – Series of Seasonal Videos, Photography and Print Inserts

Due to magazines still not being able to be displayed in addition to the move toward the more social media and web based market trend, the Committee has initiated the RFP process for a series of seasonal videos, photography and print inserts instead of the BIRMINGHAM Magazine for this year.

3. Website and Social Media Analytics Dashboard

The Executive Director is working with the PR Specialist to develop a monthly marketing impact report.

4. Spring Fashion Video

The (:30)-second video campaign targeted specific demographics and geographic areas.

- 116,000 impressions were delivered with 64,000 reached
- 17,200 views
- 703 unique clicks
- 1.10% click through rate (CTR)

5. Tourism

The Committee is pursuing opportunities with Travel Michigan/MEDC and other options to promote the district as a local and regional travel destination for shopping, dining and entertainment.

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

Marketing 2020-21 Budget: \$275,000

Remaining balance after June vouchers: \$4,288

Magazine 2020-21 Budget: \$60,000

Remaining balance after June vouchers: \$0



The Shopping District

Maintenance/Capital Improvement Committee

May 11, 2021 – ZOOM meeting

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

Staff: Comerford, Wood, Laird, McGaughey, Jurek

1. Welcome and Introductions:

PRESENT: Quintal, Fehan, Pohlod, Roberts

ABSENT: Ceresnie, Rea

ADMINISTRATION: Comerford, McGaughey, Jurek, Wood

VISITORS: Sean Kammer

2. Merrill Street Lighting:

The committee has decided to not move forward with hanging the overhead lights.

3. Floral Planters and Hanging Baskets:

The plants will all be in place by Memorial weekend.

4. Snow Removal contract:

The committee is working on the RFP. The committee decided to continue to pay for the extra snow removal including the bump outs. It was also discussed to have Mauro take care of the snow violations instead of DPS and have that added to the contract.

5. Power Washing:

The committee discussed and decided on having the power washing done two times per year. Brendan will be preparing an RFP.

NEXT MEETING: June 8, 2021

2020-21 Budget: \$70,000

Remaining balance June vouchers: \$48,938

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

Remaining balance after June vouchers: \$9,699



Business Development Committee

May 27, 2021 8:30 AM

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

Staff: Kammer, Bassett

1. Welcome and Introductions

PRESENT: Surnow, McKenzie, Hockman

ABSENT: Quintal

ADMINISTRATION: Kammer, Bassett

GUESTS: Cindy Ciura, CC Consulting

2. Recruitment Activity

- a. Ciura updated the committee on the Pipeline report. Highlights include:
 - i. Ciura completed Executive Team visits with two national retailers and anticipates an LOI from one today and a signed lease from the other in a few weeks.
- b. Ciura mentioned that there continues to be significant interest in Birmingham from national retailers and feels Birmingham is well-positioned. Current economic challenges include little to no TI dollars, high rent and construction costs, and kick-out clause requests.

3. Retention Activity

- a. Cindy continues to maintain a database of target retailers
- b. The BSD continues to interface with and provide resources to businesses:
 - i. Executive Director Introductions
 - ii. Moving forward with events like Day on the Town, Farmers Market

4. Recruitment Materials

- a. The Committee would like to allocate a portion of the remaining FY budget dollars to new recruitment and marketing materials
 - i. Ciura and Kammer will meet to discuss the development of comprehensive recruitment materials.
 - ii. Shopping Center Business advertising is underway for June insertion

NEXT MEETING: June 24, 2021

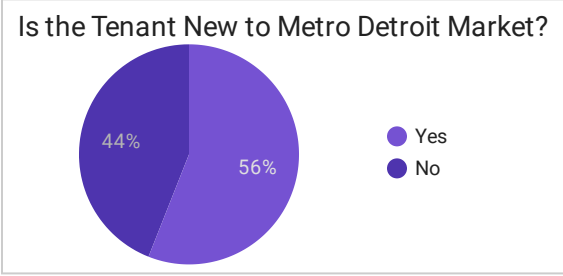
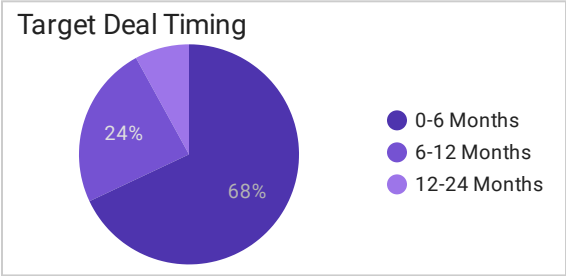
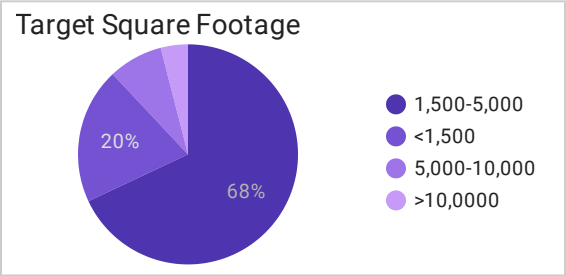
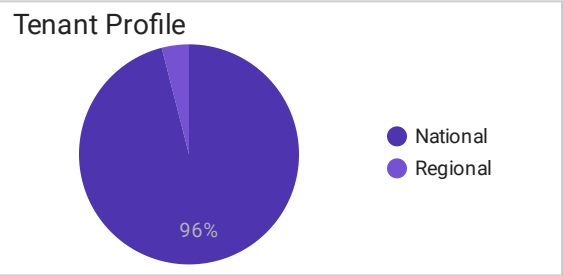
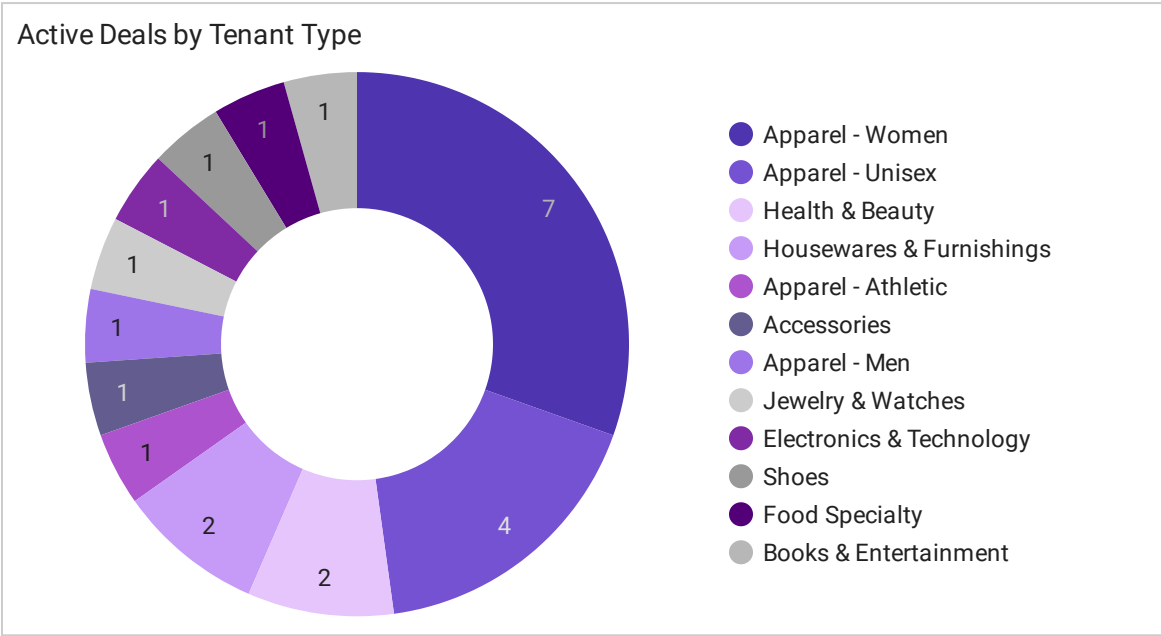
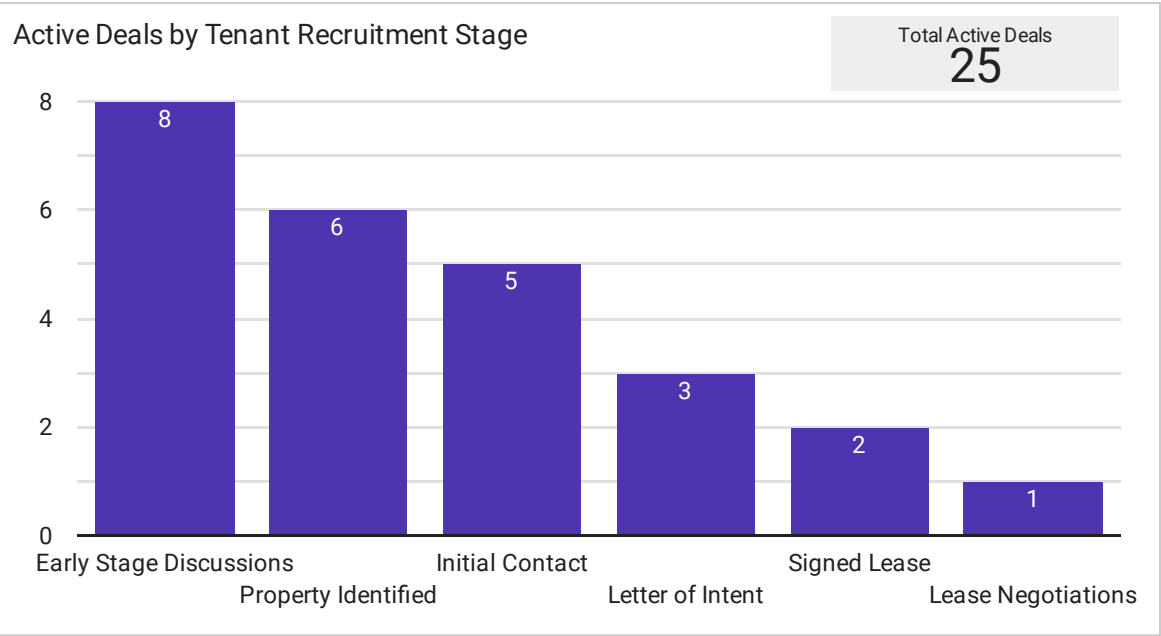
2020-21 Budget: \$160,000

Remaining balance after June vouchers: \$95,637.67

Birmingham Shopping District Tenant Recruitment Pipeline Report

Select Date Range:

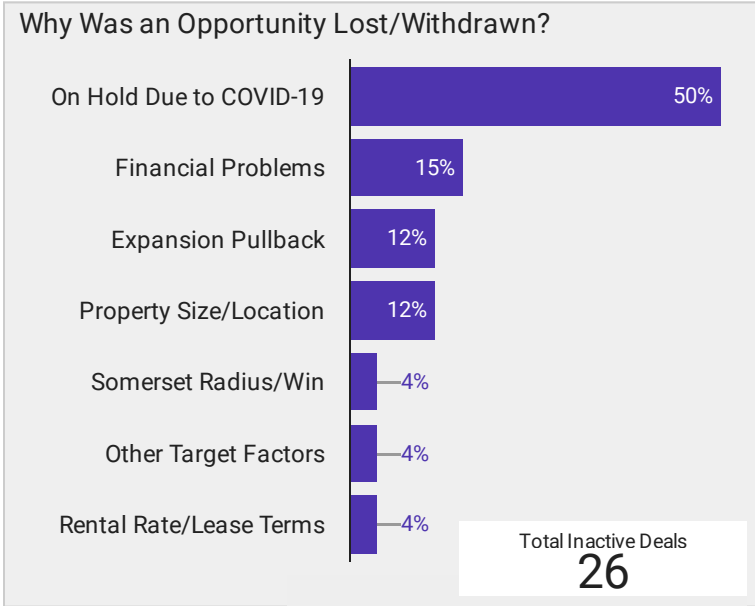
Jan 1, 2020 - May 31, 2021



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.	Health & Beauty	National	0-6 Months	1,500-5,000	W Maple	Lease Negotiations	May 25, 2021
2.	Housewares & Furnishings	National	12-24 Months	5,000-10,000	N Old Woodward	Letter of Intent	May 25, 2021
3.	Apparel - Unisex	National	0-6 Months	1,500-5,000	S. Old Woodward	Letter of Intent	May 25, 2021
4.	Apparel - Athletic	National	0-6 Months	<1,500	S Old Woodward	Letter of Intent	Apr 20, 2021
5.	Apparel - Women	National	0-6 Months	1,500-5,000	S Old Woodward	Signed Lease	Mar 23, 2021
6.	Housewares & Furnishings	National	12-24 Months	>10,000	Old Woodward & ...	Signed Lease	Feb 24, 2021

1 - 6 / 6



SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

JUNE 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
In The Know Experience	298	Old Woodward, South	Travel	05/13/21	Scheduled to Open
Mandy Rose Makeup	280	Merrill Street, East	Salon	05/07/21	Scheduled to Open
Tappers Gold Exchange	251	Merrill Street, East	Jeweler	03/05/21	Scheduled to Open
The Shade Store	142	Old Woodward, South	Home furnishings	03/02/21	Scheduled to Open
Vestalia Home	794	Old Woodward, North	Home furnishings	02/04/21	Scheduled to Open
Clean Juice	148	Pierce Street	Juice bar	11/01/20	Scheduled to Open
DiMaggio Fine Art & Jewelry	175	Maple Road, West	Jeweler	03/08/19	Scheduled to Open
Area Rugs	202	Maple Road, East	Home furnishings - rugs	05/15/21	Opened
Beauty Fusion Aesthetics	555	Old Woodward, South, Suite 20U	Salon/Spa	04/29/21	Opened
Birmingham Pub	555	Old Woodward, South	Restaurant	04/29/21	Opened
Birmingham Bridal	534	Old Woodward, North	Bridal	02/09/21	Opened
Fruition Acai & Juice Bar	856	Old Woodward, North	Coffee café	02/09/21	Opened
David Abraham Custom Clothiers	261	Maple Road, East	Tailor	02/09/21	Opened
The Lash Lounge	856	Old Woodward, North	Salon/Spa	02/09/21	Opened
The Suit Bar	155	Bates Street, South	Apparel - Men	02/09/21	Opened
James & Bloom	146	Maple Road, West	Cabinetry & Flooring	02/09/21	Opened
Perch 313	640	Old Woodward, North	Rugs, home décor	02/09/21	Opened
Craig Ryan Fine Clothiers	147	Pierce Street	Apparel - Men	01/22/21	Opened
Paint Nail Bar	229	Old Woodward, North	Nail Salon	09/28/20	Opened
S-Three Restaurant	117	Willits Street	Restaurant	09/28/20	Opened

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

JUNE 2021

Office Occupancy Rate 88%

Retail Occupancy Rate 96%

[illegible]

Birmingham Parking System
Transient & Free Parking Analysis
Months of April 2019, April 2020 & April 2021

April 2019

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE
PEABODY	18,829	10,518	\$ 37,107.00	56%
PARK	21,981	7,661	\$ 72,786.00	35%
CHESTER	5,796	2,259	\$ 47,285.00	39%
WOODWARD	13,225	6,662	\$ 36,861.00	50%
PIERCE	26,139	11,741	\$ 77,370.00	45%

TOTALS	85,970	38,841	\$ 271,409.00	45%
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April 2020

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE
PEABODY**	590	590	\$ 48.00	100%
PARK**	910	910	\$ 216.00	100%
CHESTER**	994	994	\$ 884.00	100%
WOODWARD**	1,118	1,118	\$ -	100%
PIERCE**	975	975	\$ 388.00	100%

TOTALS	4,587	4,587	\$ 1,536.00	100%
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April 2021

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE
PEABODY**	11,339	11,339	\$ -	100%
PARK**	7,068	7,068	\$ -	100%
CHESTER**	3,664	3,664	\$ -	100%
WOODWARD**	3,897	3,897	\$ -	100%
PIERCE**	13,226	13,226	\$ -	100%

TOTALS	39,194	39,194	\$ -	100%
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****All Gates up starting March 17, 20 for free parking. April 2021 car counts are based passages from 1**

BREAKDOWN:	TOTAL CARS	+754%
	FREE CARS	+754%
	CASH REVENUE	-100%

April 20/21

MONTHLY PARKING PERMIT REPORT

For the month of: April 2021

Date Compiled: May 12, 2021

	Pierce	Park	Peabody	N.Old Wood	Chester	Lot #6/\$210	Lot #6/\$150	Lot A & C	Lot B	Total
1. Total Spaces	706	811	437	745	880	174	79	8	40	3880
2. Daily Spaces	370	348	224	359	425	N/A	N/A	N/A	N/A	1726
3. Monthly Spaces	336	463	213	386	560	174	79	8	30	2249
4. Monthly Permits Authorized	676	845	486	881	1218	177	40	8	30	4361
5. Permits - end of previous month	650	688	436	844	1095	172	40	8	14	3947
6. Permits - end of month	671	767	484	853	1208	172	40	8	14	4217
7. Permits - available at end of month	5	78	2	28	10	5	0	0	16	144
8. Permits issued in month includes permits effective 1st of month	21	79	48	9	113	0	0	0	0	270
9. Permits given up in month	0	0	0	0	0	0	0	0	0	0
10. Net Change	21	79	48	9	0	0	0	0	0	157
11. On List - end of month*	1192	631	948	411	12	0	0	0	0	3194
**On List-Unique Individuals										1352
12. Added to list in month	30	23	24	42	12	0	0	0	0	131
13. Withdrawn from list in month (w/o permit)	23	213	152	55	450	0	0	0	0	893
14. Average # of weeks on list for permits issued in month	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
15. Transient parker occupied	N/A***	N/A***	N/A***	N/A***	N/A***	N/A	N/A	N/A	N/A	0
16. Monthly parker occupied	N/A***	N/A***	N/A***	N/A***	N/A***	N/A	N/A	N/A	N/A	0
17. Total parker occupied	N/A***	N/A***	N/A***	N/A***	N/A***	N/A	N/A	N/A	N/A	0
18. Total spaces available at	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0
19. "All Day" parkers paying 5 hrs. or more										
A: Weekday average.	N/A*	N/A*	N/A*	N/A*	N/A*	N/A	N/A	N/A	N/A	0
B: Maximum day	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	#DIV/0!

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

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

* Average Maximum day not available currently in Skidata

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

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

123 Structure Permits Available
21 Hang Tags Available

Birmingham Principal Shopping District Board

Voucher List For: 06/03/2021

Early Release	Vendor	Description	Account	Amount
	ART/DESIGN GROUP LTD	ARTWORK FOR BFM KIOSK POSTER, SOCIAL MEDIA, SIGNS AND PRODUCE GUIDE	SPECIAL EVENTS	1,260.00
	ARTECH PRINTING INC	BUSINESS CARDS FOR SEAN	OPERATING SUPPLIES	90.00
	BEIER HOWLETT P.C.	LEGAL FEES	LEGAL SERVICES	891.00
	CAR TRUCKING INC	DUMPSTER AT BFM MAY	SPECIAL EVENTS	99.75
	CC CONSULTING LLC	COMMISSION FOR EVEREVE EXPANSION & monthly retainer	TENANT RECRUITMENT	7,433.33
	ERIKA BASSETT	USE OF PERSONAL CELL PHONE IN MAY	TELEPHONE	25.00
	GREAT OUTDOOR MOVIES	PROJECTOR AND SOUND FOR JUNE MOVIE NIGHT	SPECIAL EVENTS	2,300.00
	JAIMI BROOK	FIRE EXTINGUISHER FOR BFM	SPECIAL EVENTS	79.97
	JOHN C COOK	MONTHLY PHOTOGRAPHY RETAINER FOR SOCIAL MEDIA	MARKETING & ADVERTISING	200.00
	KROGER COMPANY	WATER FOR BFM & opening day treats	SPECIAL EVENTS	44.41
	MARK DERVARTANIAN	PERFORMANCE AT BFM 6-27	SPECIAL EVENTS	250.00
	MELINDA COMERFORD	USE OF PERSONAL CELL PHONE IN MAY	TELEPHONE	25.00
	MILES PARTNERSHIP LLLP	WEBSITE HEADER TO VIDEO PROJECT & website maintenance	MARKETING & ADVERTISING	1,187.50
	OFFICE DEPOT INC	MISC OFFICE SUPPLIES	OPERATING SUPPLIES	100.43
	SAM'S CLUB/SYNCHRONY BANK	SPEAKERS FOR BFM MUSIC	SPECIAL EVENTS	279.76
	SHEILA C.LANDIS	PERFORMANCE AT BFM 6-20	SPECIAL EVENTS	250.00
	SIGNS-N-DESIGNS INC	SIGNS FOR FARMERS MARKET	SPECIAL EVENTS	1,965.00
	STEVE TAYLOR	PERFORMANCE AT BFM 6-13	SPECIAL EVENTS	175.00
	TURNER SANITATION, INC	PORTA POTTIES AT BFM MAY	SPECIAL EVENTS	220.00

Birmingham Principal Shopping District Board**Voucher List For:** 06/03/2021

Early Release Vendor	Description	Account	Amount
		Total:	\$ 16,876.15
<u>Journal Entries</u>			
	Crain's - Single list for Sean Kammer		\$ 365.00
	Namebadges Int. - name badges for new employees		42.00
	Dog Waste Depot - dog waste bags		283.05
	Go Daddy - Renewal of Cruise Event domains		40.26
	Total Journal Entries		\$ 730.31
	TOTAL VOUCHERS AND JOURNAL ENTRIES		\$ 17,606.46
=====			

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

Board Chair_____

Date _____



MEMORANDUM

DATE: June 1, 2021

TO: Birmingham Shopping District Board

FROM: Sean Kammer, Executive Director

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

The BSD approved an agreement at the April 1, 2021 board meeting with CC Consulting to perform recruitment of national and regional retailers and retention of existing tenants within the Birmingham Shopping District. This agreement was in the form of a contract addendum that extended the terms of the original contract between CC Consulting and the BSD, but included changes to the compensation schedule. These changes included increasing the base compensation and the addition of incentives for business retention, as well as for business recruitment. The existing agreement caps the max annual compensation at \$50,000.

The Business Development Committee recommends the agreement with CC Consulting be amended to increase the maximum compensation cap to \$75,000. Further, the committee recommends altering the incentive structure for successful business attraction and retention.

Should the board concur with the committee's recommendations, a resolution has been prepared for its consideration.

Suggested Action:

To approve the amendment to the agreement with CC Consulting to revise the compensation structure for successful tenant recruitment and retention.

Respectfully submitted,

Sean Kammer
Executive Director

ADDENDUM TO ATTACHMENT A – AGREEMENT

For Third Party Retail Recruiter

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

WITNESSETH:

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

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

WHEREAS, the Agreement was extended for an additional one year term through BSD board approval, beginning April 1, 2021, expiring March 31, 2022; and,

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

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

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

1. The BSD shall pay the Recruiter for the performance of the terms in the Agreement as set forth in the “Third Party Retail Consultant Compensation Schedule”, attached as Exhibit “B” to this Addendum.
2. The adoption of this agreement replaces the previously adopted amendment dated as of April 1, 2021.

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

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

RECRUITER:

BY: _____

Its: _____

STATE OF MICHIGAN

COUNTY OF OAKLAND

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

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

BIRMINGHAM SHOPPING DISTRICT

By: _____

Chairman

Approvals:

Sean Kammer, BSD Executive Director
(Approved as to substance)

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

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

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

EXHIBIT "B"

This Exhibit "B" replaces Exhibit "A" from the previous addendum

This Exhibit is operative for the term of the contract, expiring March 31, 2022

Third Party Retail Consultant Compensation Schedule

Annual Base Compensation:	\$ 28,000
Incentive & Performance Bonus Pool Maximum	\$ 47,000
Total Maximum Annual Compensation	\$ 75,000

New Tenant Recruitment Incentive Bonus Schedule	National Tenant	Regional Tenant	Local Tenant
Tenant #1 Lease Signed	\$ 10,000	\$ 8,000	\$ 5,000
Tenant #2 Lease Signed	\$ 12,000	\$ 9,600	\$ 6,000
Tenant #3+ Lease Signed	\$ 15,000	\$ 12,000	\$ 7,500

Performance Bonus

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

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

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

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

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

Illustrative Example:	Comp
Annual Base Compensation:	\$ 28,000
Retention Spot Bonus	\$ 5,000
National Tenant Recruitment Incentive Bonus #1	\$ 10,000
National Tenant Recruitment Incentive Bonus #2	\$ 12,000
Local Tenant Recruitment Incentive Bonus #1	\$ 5,000
Available Annual Performance Bonus	\$ 15,000
Total Potential Compensation	\$ 75,000

Note: All lease incentive payment requests require supporting documentation from the signed tenant's landlord verifying vital involvement and contributions to the recruitment process

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 4/23	SPEC MTG	Total Mtgs. Att.	Total Absent	Percent Attended Available
REGULAR MEMBERS																	
Richard Astrein	P	P	P	P	P								P		6	0	100%
Samy Eid	A	P	P	A	A								P		3	3	50%
Geoffrey Hockman	P	P	P	P	P								P		6	0	100%
Zachary Kay	P	P	P	P	P								P		6	0	100%
Jessica Lundberg	A	P	P	P	P								P		5	1	83%
Tom Markus	P	P	P	P	P								P		6	0	100%
Mike McKenzie	P	P	P	P	P								P		6	0	100%
Amy Pohlod	P	P	P	P	P								P		6	0	100%
Steve Quintal	A	P	P	P	P								P		5	1	83%
Bill Roberts	P	P	P	P	P								P		6	0	100%
Sam Surnow	A	P	A	P	P								P		4	2	67%
Member 12															0	0	#DIV/0!
Reserved															0	0	#DIV/0!
Doug Fehan				P	P								A		2	1	67%
Present or Available	7	11	10	10	10	0	0	0	0	0	0	0	11	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
JUNE 2021

DUE TO COVID-19

<u>BSD BOARD</u>	<u>June 3, 2021 at 8:30 a.m. via Zoom meeting</u>
<u>MAINTENANCE/CAPITAL IMPROVEMENTS</u>	<u>June 8, 2021 at 8:30 a.m. via Zoom meeting</u>
<u>SPECIAL EVENTS</u>	<u>June 11, 2021 at 8:30 a.m. via Zoom meeting</u>
<u>MARKETING/ADVERTISING</u>	<u>June 17, 2021 at 8:30 a.m. via Zoom meeting</u>
<u>BUSINESS DEVELOPMENT</u>	<u>June 24, 2021 at 8:30 via Zoom meeting</u>
<u>EXECUTIVE</u>	<u>June 1, 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).