



The Shopping District

**Birmingham Shopping District Agenda
Thursday, March 4, 2021 8:30 a.m.**

Join Zoom Meeting

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

Meeting ID: 966 1606 2690

1. Call to order and Roll Call of Board
2. Recognition of Visitors
3. Approval of Minutes for February 4, 2021
4. Board Member Comments
5. Reports:
 - a. Finance Report
 - b. Executive Director Report – Tighe
 - c. Committee Reports:
 - i. Special Events – Astrein
 - ii. Marketing & Advertising – Pohlod
 - iii. Maintenance and Capital Improvements – Quintal
 - iv. Business Development – Surnow
 - v. Executive Board Report – Hockman
 - d. Chamber Report
6. Approval of Vouchers
7. Unfinished Business
8. New Business
9.
 - a. Request to award Spring/Summer Floral Planters agreement
 - b. Request to award Floral Hanging Baskets agreement
 - c. Create position of Director Emeritus
 - d. Appoint Director Emeritus
10. Information
 - a. Announcements
 - b. Letters, Board Attendance & Monthly Meeting Schedule
11. Public Comments
12. 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, February 4, 2021 - 8:30 a.m.
ZOOM Meeting

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

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT:

ALSO PRESENT:

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

2. RECOGNITION OF VISITORS

David Hoehendorf, Doug Fehan

3. APPROVAL OF MINUTES

MOTION: Motion by Pohlod, seconded by Kay to approve the minutes dated January 7, 2021.

VOTE: Yeas, 11 Nays, 0 Absent, 0

4. BOARD MEMBER COMMENTS

5. REPORTS

a. **FINANCE REPORT – HOCKMAN**

Hockman reported that the current cash flow is close to the forecasted amount. It is within \$6,000 of the expected. We had anticipated receiving some special assessment money in December, but the bills were not mailed until January. Therefore, we have not yet seen payments. There is a variance of approximately \$12,000 for personnel. This is because there were three payrolls in December. It will adjust back to expected amounts in January. Advertising was also more robust than it has been in the past.

The balance sheet shows that we are half way through the fiscal year and that most expenditures are about where we expect them to be. However, overall we are only at 36% of the expected expenses, which puts us in a favorable position. We do have some programs planned that will affect this moving forward.

b. EXECUTIVE DIRECTOR REPORT – HOCKMAN

Hockman complimented the staff team for doing a great job and making sure that things are all covered.

c. COMMITTEE REPORTS:

SPECIAL EVENTS - ASTREIN

Astrein reported that receipts are being submitted for the Birmingham Restaurant Week Birmingham Bucks incentive. Receipts for approximately \$10,000 in Bucks have already been submitted. He expects that submissions will reach or even exceed the \$20,000 budget.

Astrein shared that the special event applications for Farmers Market, Movie Nights and Day on the Town would be considered by the city commission at their next meeting. The application includes plans for the farmers market to return to a walkable format.

Roberts added that the first week of Restaurant Week had no indoor dining and it was very cold out so it was a little slow, but he had a great weekend.

Hockman said that he thinks that restaurants are doing a great job and he hopes that the Restaurant Week promotion encourages people to support the restaurants.

MARKETING & ADVERTISING - POHLOD

Pohlod reported that work on the new website continues. The committee has looked at and approved the page layout. The site is now being developed. She expects to be able to show the board the new site at next month's meeting.

There is a spring retail promotion scheduled for April. A new video will be filmed in March.

The marketing committee is also looking into how to make Birmingham Bucks less complicated as some people have had difficulty submitting their receipts. They are also brainstorming ways to get better attendance at merchant meetings.

Astrein asked if there had been any feedback on the holiday video and wondered about the possibility of including more stores in the future. Pohlod explained that the commercial spots are very short, so it is difficult to include more stores, but they will try to get more in for the spring promotion.

The plan for the spring video is to shoot at The Daxton with products from many different retailers.

McKenzie suggested a social media campaign that highlights local business owners. He believes that that would put a face to the stores and may help to create a bond. Pohlod thanked him for the insight. She said that they are working to do that, but owners do not always want to be highlighted. Kay agreed that participation could be an issue. McKenzie suggested going over metrics and explaining that it could increase business.

MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL

Quintal shared that he felt that the holiday lighting looked good. The committee is looking for a centerpiece for Merrill Street. The decorations will be taken out of the planters. They will leave the greens as long as they look healthy.

The committee decided to wait to schedule the DPS appreciation luncheon until after the snowy season so that there can be better participation. They will work to use a Birmingham restaurant.

The RFPs for planters and hanging baskets have been posted. Proposals are due on February 11.

BUSINESS DEVELOPMENT - SURNOW

Surnow reported that the committee had a great meeting with Ciura. She is currently fostering seven active deals. She mentioned that Birmingham rental prices are high and those looking to rent are often looking for tenant improvement dollars, which can be a challenge. Surnow shared that he thinks Ciura's experience is helpful, as she knows what the industry norms are.

He added that the committee is working on revamping the pipeline report and how they measure progress. The committee talked about creating goals and objectives. McKenzie added that the revamped pipeline would capture more data making the output a little easier to read. The goal is to be able to assess the health of the pipeline – to see how old deals are, are we targeting the right businesses and where are deals getting stuck?

There are currently twenty-five active leads. A little over half of them are apparel. Most of those are national retailers and almost two-thirds would be new to the Michigan market. Six deals have active letters of intent signed.

Surnow said that he is excited by this. It is good to see deals continuing to move along and the committee will continue to work on revising the report.

Hockman complimented the committee on how they have worked to make things relevant. He thanked McKenzie for taking the lead on the new report.

EXECUTIVE BOARD REPORT - HOCKMAN

Hockman shared that the job posting for a new executive director closed on Friday. There were forty-three applicants. Human resources was pleased with the quality of the candidates. They will sort them and narrow them down for phone interviews. From there approximately 5-7 will be invited to have Zoom interviews where the executive committee will take the lead. Two or three will move to a second round before a recommendation will be made to the full board. He expects the process to take sixty to ninety days.

d. PARKING REPORT - ASTREIN

Astrein reported that there was no meeting last month. The group will meet in March and look at the possibility of extending free parking in the structures. They hope to see who will be bringing workers back to the office and when to get an idea of how deck usage will be impacted. Fehan suggested looking at current deck usage, when it is free, to see how much income would really be lost so that we do not have distorted numbers.

Astrein added that they are also looking into contactless entry options.

e. **CHAMBER REPORT**

There was no report from the Chamber.

f. **COMMUNITY HOUSE REPORT**

There was no report from The Community House.

6. APPROVAL OF VOUCHERS

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

VOTE: Yeas, 11 Nays, 0 Absent, 0

7. UNFINISHED BUSINESS

8. NEW BUSINESS

a. Resolution to Approve Fund Transfer

Hockman explained that the funds for the 12 Days of Take-Out promotion came from the marketing budget and now need to be replaced. Since some of the special events were not able to take place this year due to the COVID-19 situation, there are funds available in that budget line item.

MOTION: Motion by Astrein, seconded by Pohlod to approve the resolution of a transfer of \$40,000 from Special Events budget to Marketing and Advertising budget

VOTE: Yeas, 11 Nays, 0 Absent, 0

9. INFORMATION

a. Retail Activity

b. Announcements

c. Letters, Board Attendance & Monthly Meeting Schedule

10. PUBLIC COMMENTS

Astrein thanked Surnow for the nice holiday baskets. He also asked Markus if there are COVID-19 guidelines for special events on the city website. Markus said that most issues would be addressed in the application process.

11. ADJOURNMENT – 9:17 A.M.

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

Fund 247 PRINCIPAL SHOPPING DISTRICT

GL Number	Description	Balance
*** Assets ***		
247-000.000-004.0000	PETTY CASH	250.00
247-000.000-005.0000	CASH AND INVESTMENTS	551,376.44
247-000.000-028.0000	MISCELLANEOUS	3,243.72
247-000.000-028.9999	ALLOW FOR DOUBTFUL ACCTS.	(1,653.72)
247-000.000-045.0886	PSD PEC ASSESS 20-21 #886 RECEIVAE	820,914.75
247-000.000-048.0885	PSD 2019-2020 DELQ SAD	11,818.12
Total Assets		1,385,949.31
*** Liabilities ***		
247-000.000-202.0000	ACCOUNTS PAYABLE	116,023.44
247-000.000-255.0001	GIFT CERTIFICATES	450.00
247-000.000-367.0300	DEFER. INFLOWS - MISCELLANEOUS INV	1,590.00
247-000.000-367.0700	DEFER. INFLOWS - SPECIAL ASSESSMEN	820,914.75
247-000.000-367.0800	DEFER. INFLOWS - DELQ SPECIAL ASSE	11,818.12
Total Liabilities		950,796.31
*** 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		(450,816.25)
Ending Fund Balance		435,153.00
Total Liabilities And Fund Balance		1,385,949.31

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 01/31/2021

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 01/31/2021	ACTIVITY FOR MONTH 01/31/2021	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
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	5,512.47	428.52	8,187.53	40.24
247-000.000-666.0001	SPECIAL ASSESSMENT INTEREST	0.00	0.00	0.00	0.00	0.00
INTEREST AND RENT		13,700.00	5,512.47	428.52	8,187.53	40.24
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	238,638.52	233,027.44	(214,598.52)	992.67
247-000.000-672.0886	PSD SPECIAL ASSESS REV 2020-2021	0.00	0.00	0.00	0.00	0.00
SPECIAL ASSESSMENTS		1,054,970.00	238,638.52	233,027.44	816,331.48	22.62
OTHER REVENUE						
247-000.000-674.0009	PROCEEDS FROM FUNDRAISING	0.00	0.00	0.00	0.00	0.00
247-000.000-676.0001	CONTR FROM PRIVATE SOURCE	190,000.00	6,040.00	500.00	183,960.00	3.18
247-000.000-677.0001	SUNDRY & MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00
OTHER REVENUE		190,000.00	6,040.00	500.00	183,960.00	3.18
Total Dept 000.000		1,530,950.00	275,190.99	233,955.96	1,255,759.01	17.98
TOTAL REVENUES		1,530,950.00	275,190.99	233,955.96	1,255,759.01	17.98
Expenditures						
Dept 298.000 - PUBLIC RELATIONS						
PERSONNEL SERVICES						
247-298.000-702.0001	SALARIES & WAGES DIRECT	32,700.00	7,243.74	1,674.00	25,456.26	22.15
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	530.80	105.26	2,019.20	20.82
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	22.73	5.26	87.27	20.66
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
PERSONNEL SERVICES		44,470.00	7,893.49	1,784.52	36,576.51	17.75

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 01/31/2021

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 01/31/2021	ACTIVITY FOR MONTH 01/31/2021	AVAILABLE BALANCE	% BDGT USED
Fund 247 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
Total Dept 298.000 - PUBLIC RELATIONS		44,470.00	7,893.49	1,784.52	36,576.51	17.75
Dept 441.005 - DOWNTOWN MAINTENANCE						
PERSONNEL SERVICES						
247-441.005-702.0001	SALARIES & WAGES DIRECT	55,510.00	30,872.67	2,705.86	24,637.33	55.62
247-441.005-702.0002	OVERTIME PAY	26,450.00	18,119.84	1,544.03	8,330.16	68.51
247-441.005-702.0003	LONGEVITY	340.00	160.37	0.00	179.63	47.17
247-441.005-702.0004	HOLIDAY PAY	0.00	0.00	0.00	0.00	0.00
247-441.005-706.0000	LABOR BURDEN	0.00	0.00	0.00	0.00	0.00
247-441.005-706.0001	FICA	6,560.00	3,677.66	315.45	2,882.34	56.06
247-441.005-706.0002	HOSPITALIZATION	10,460.00	6,151.58	637.58	4,308.42	58.81
247-441.005-706.0003	LIFE INSURANCE	200.00	154.03	17.17	45.97	77.02
247-441.005-706.0004	RETIRE CONTRIB HEALTH	12,610.00	6,491.56	895.30	6,118.44	51.48
247-441.005-706.0005	DENTAL/OPTICAL	630.00	345.53	40.54	284.47	54.85
247-441.005-706.0006	LT/ST DISABILITY	640.00	369.98	38.22	270.02	57.81
247-441.005-706.0007	WORKER'S COMPENSATION	1,580.00	1,210.54	117.05	369.46	76.62
247-441.005-706.0008	SICK TIME PAYOUT	0.00	0.00	0.00	0.00	0.00
247-441.005-706.0009	DEFERRED COMPENSATION	0.00	0.00	0.00	0.00	0.00
247-441.005-706.0010	RETIREMENT EMPLOYER CNTB	7,270.00	4,037.74	576.82	3,232.26	55.54
247-441.005-706.0011	HRA BENEFIT	100.00	0.00	0.00	100.00	0.00
247-441.005-706.0012	RETIREMNT-DEF CONTR EMPLR	2,210.00	3,032.55	321.33	(822.55)	137.22
247-441.005-706.0013	RET HLTH SVGS CONTR EMPLR	1,010.00	945.00	97.49	65.00	93.56
PERSONNEL SERVICES		125,570.00	75,569.05	7,306.84	50,000.95	60.18
OTHER CHARGES						
247-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	43,000.00	27,570.41	2,420.29	15,429.59	64.12
OTHER CHARGES		43,000.00	27,570.41	2,420.29	15,429.59	64.12
Total Dept 441.005 - DOWNTOWN MAINTENANCE		168,570.00	103,139.46	9,727.13	65,430.54	61.18
Dept 748.000 - PRINCIPAL SHOPPING DISTRICT						
PERSONNEL SERVICES						
247-748.000-702.0001	SALARIES & WAGES DIRECT	234,900.00	126,238.45	19,265.71	108,661.55	53.74
247-748.000-702.0002	OVERTIME PAY	0.00	434.39	0.00	(434.39)	100.00
247-748.000-702.0003	LONGEVITY	0.00	0.00	0.00	0.00	0.00
247-748.000-706.0000	LABOR BURDEN	0.00	0.00	0.00	0.00	0.00
247-748.000-706.0001	FICA	17,970.00	9,301.34	1,463.79	8,668.66	51.76
247-748.000-706.0002	HOSPITALIZATION	37,340.00	20,395.35	2,015.70	16,944.65	54.62
247-748.000-706.0003	LIFE INSURANCE	950.00	499.14	36.17	450.86	52.54
247-748.000-706.0004	RETIRE CONTRIB HEALTH	5,620.00	3,273.69	467.67	2,346.31	58.25
247-748.000-706.0005	DENTAL/OPTICAL	1,640.00	852.58	32.05	787.42	51.99
247-748.000-706.0006	LT/ST DISABILITY	990.00	512.82	19.24	477.18	51.80
247-748.000-706.0007	WORKER'S COMPENSATION	740.00	644.96	102.32	95.04	87.16
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	2,815.75	402.25	2,014.25	58.30
247-748.000-706.0011	HRA BENEFIT	0.00	0.00	0.00	0.00	0.00
247-748.000-706.0012	RETIREMNT-DEF CONTR EMPLR	10,370.00	5,412.69	202.99	4,957.31	52.20
247-748.000-706.0013	RET HLTH SVGS CONTR EMPLR	1,820.00	966.00	70.00	854.00	53.08
PERSONNEL SERVICES		317,170.00	171,347.16	24,077.89	145,822.84	54.02
OTHER CHARGES						
247-748.000-801.0200	LEGAL SERVICES	3,000.00	1,841.30	0.00	1,158.70	61.38

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 01/31/2021

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 01/31/2021	ACTIVITY FOR MONTH 01/31/2021	AVAILABLE BALANCE	% BDGT USED
Fund 247 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
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	41,516.54	11,341.61	17,483.46	70.37
247-748.000-829.0200	WEB SITE MAINTENANCE	5,500.00	1,641.68	0.00	3,858.32	29.85
247-748.000-851.0000	TELEPHONE	1,750.00	954.36	451.90	795.64	54.53
247-748.000-901.0000	PRINTING & PUBLISHING	0.00	0.00	(124.67)	0.00	0.00
247-748.000-901.0400	MARKETING & ADVERTISING	275,000.00	223,063.80	110,562.50	51,936.20	81.11
247-748.000-901.0500	PUBLIC RELATIONS	10,000.00	4,410.00	2,000.00	5,590.00	44.10
247-748.000-903.0000	TENANT RECRUITMENT	160,000.00	40,903.96	12,596.88	119,096.04	25.56
247-748.000-904.0000	PRINTING PSD MAGAZINE	60,000.00	44,000.00	0.00	16,000.00	73.33
247-748.000-909.0000	SPECIAL EVENTS	200,000.00	45,465.57	557.22	154,534.43	22.73
247-748.000-933.0200	EQUIPMENT MAINTENANCE	1,200.00	498.98	64.00	701.02	41.58
247-748.000-935.0200	MAINTENANCE SHOPPING DIST	85,000.00	10,055.78	0.00	74,944.22	11.83
247-748.000-941.0000	EQUIPMENT RENTAL OR LEASE	0.00	0.00	0.00	0.00	0.00
247-748.000-942.0000	COMPUTER EQUIPMENT RENTAL	20,930.00	12,209.19	1,744.17	8,720.81	58.33
247-748.000-944.0000	BUILDING OR FACILITY RENT	12,000.00	7,000.00	1,000.00	5,000.00	58.33
247-748.000-955.0100	TRAINING	1,000.00	0.00	0.00	1,000.00	0.00
247-748.000-955.0300	MEMBERSHIP & DUES	1,600.00	1,109.00	0.00	491.00	69.31
247-748.000-955.0400	CONFERENCES & WORKSHOPS	3,000.00	0.00	0.00	3,000.00	0.00
247-748.000-957.0400	LIAB INSURANCE PREMIUMS	4,500.00	2,625.00	375.00	1,875.00	58.33
247-748.000-962.0000	MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00
OTHER CHARGES		994,240.00	440,151.26	140,568.61	554,088.74	44.27
SUPPLIES						
247-748.000-727.0000	POSTAGE	3,000.00	0.00	0.00	3,000.00	0.00
247-748.000-729.0000	OPERATING SUPPLIES	3,500.00	3,475.87	96.12	24.13	99.31
247-748.000-799.0000	EQUIPMENT UNDER \$5,000	0.00	0.00	0.00	0.00	0.00
SUPPLIES		6,500.00	3,475.87	96.12	3,024.13	53.47
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	614,974.29	164,742.62	702,935.71	46.66
TOTAL EXPENDITURES		1,530,950.00	726,007.24	176,254.27	804,942.76	47.42
Fund 247 - PRINCIPAL SHOPPING DISTRICT:						
TOTAL REVENUES		1,530,950.00	275,190.99	233,955.96	1,255,759.01	17.98
TOTAL EXPENDITURES		1,530,950.00	726,007.24	176,254.27	804,942.76	47.42
NET OF REVENUES & EXPENDITURES		0.00	(450,816.25)	57,701.69	450,816.25	100.00

PRINCIPAL SHOPPING DISTRICT
CASH FLOW
FOR THE MONTH OF JANUARY 2021

<u>DESCRIPTION</u>	<u>PROJECTED</u>	<u>ACTUAL</u>	<u>VARIANCE</u>
BEGINNING CASH BALANCE	\$ 436,627	\$ 430,727	\$ (5,900)
CASH RECEIPTS:			
Special Assessments	464,920	233,027	(231,893)
Interest Income	600	428	(172)
Advisory Parking Committee	-	-	-
Special Event Revenue	<u>3,380</u>	<u>500</u>	<u>(2,880)</u>
Sub-total cash receipts	468,900	233,955	(234,945)
CASH DISBURSEMENTS:			
OFFICE DISBURSEMENTS			
PSD Personnel Costs	36,600	24,078	12,522
727.0000 Postage	-	-	-
729.0000 Supplies	280	33	247
801.0200 Legal	250	346	(96)
802.0100 Audit	-	-	-
811.0000 Other Contractual Service	-	-	-
933.0200 Equipment Maintenance	-	64	(64)
851.0000 Telephone	140	102	38
955.0100 Training	80	-	80
955.0300 Memberships & Dues	130	229	(99)
955.0400 Conferences & Workshops	700	-	700
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	41,295	27,971	13,324
PROGRAM DISBURSEMENTS			
DPS Downtown Maintenance	18,200	9,727	8,473
Promotion Personnel Costs	3,710	1,784	1,926
Gift Certificates Out	-	-	-
828.0300 Valet Services	7,500	-	7,500
829.0100 Snow Removal	14,834	11,342	3,492
935.0200 Maintenance PSD	8,000	2,139	5,861
901.0400 Marketing & Advertising	59,000	49,744	9,256
901.0500 Public Relations	1,000	410	590
903.0000 Tenant Recruitment	18,330	5,338	12,992
909.0000 Special Events	10,000	4,791	5,209
904.0000 PSD Magazine	-	-	-
829.0200 Web Site Maintenance	<u>100</u>	<u>60</u>	<u>40</u>
Sub-total Program Disbursements	<u>140,674</u>	<u>85,335</u>	<u>55,339</u>
Total Disbursements	181,969	113,306	68,663
INCREASE (DECREASE) IN CASH BALANCE	<u>286,931</u>	<u>120,649</u>	<u>(166,282)</u>
ENDING CASH BALANCE	<u>\$ 723,558</u>	<u>\$ 551,376</u>	<u>\$ (172,182)</u>

PRINCIPAL SHOPPING DISTRICT
ACTUAL CASH FLOW
FOR THE SEVEN MONTHS ENDED JANUARY 2021

<u>DESCRIPTION</u>	PROJECTED	ACTUAL	VARIANCE
BEGINNING CASH BALANCE	\$ 909,425	\$ 909,425	\$ -
CASH RECEIPTS:			
Special Assessments	531,300	274,792	(256,508)
Interest Income	6,580	5,513	(1,067)
Advisory Parking Committee	25,000	25,000	-
Special Event Revenue	<u>160,320</u>	<u>6,646</u>	<u>(153,674)</u>
Sub-total cash receipts	723,200	311,951	(411,249)
CASH DISBURSEMENTS:			
OFFICE DISBURSEMENTS			
PSD Personnel Costs	195,200	184,928	10,272
727.0000 Postage	1,600	-	1,600
729.0000 Supplies	2,100	3,414	(1,314)
801.0200 Legal	1,750	2,018	(268)
802.0100 Audit	760	756	4
811.0000 Other Contractual Service	-	-	-
933.0200 Equipment Maintenance	600	499	101
851.0000 Telephone	1,010	707	303
955.0100 Training	580	-	580
955.0300 Memberships & Dues	930	1,484	(554)
955.0400 Conferences & Workshops	2,250	-	2,250
942.0000 Computer Equipment Rental	12,180	12,208	(28)
957.0400 Liability Insurance	2,625	2,625	-
944.0000 Building Rent	<u>7,000</u>	<u>7,000</u>	<u>-</u>
Sub-total Office Disbursements	228,585	215,639	12,946
PROGRAM DISBURSEMENTS			
DPS Downtown Maintenance	121,520	110,837	10,683
Promotion Personnel Costs	25,950	9,273	16,677
Gift Certificates Out	-	100	(100)
828.0300 Valet Services	15,000	2,100	12,900
829.0100 Snow Removal	34,502	30,176	4,326
935.0200 Maintenance PSD	39,000	14,397	24,603
901.0400 Marketing & Advertising	153,000	151,567	1,433
901.0500 Public Relations	6,000	2,410	3,590
903.0000 Tenant Recruitment	68,310	35,914	32,396
909.0000 Special Events	155,000	51,885	103,115
904.0000 PSD Magazine	60,000	44,000	16,000
829.0200 Web Site Maintenance	<u>2,200</u>	<u>1,702</u>	<u>498</u>
Sub-total Program Disbursements	<u>680,482</u>	<u>454,361</u>	<u>226,121</u>
Total Disbursements	909,067	670,000	239,067
INCREASE (DECREASE) IN CASH BALANCE	<u>(185,867)</u>	<u>(358,049)</u>	<u>(172,182)</u>
ENDING CASH BALANCE	<u>\$ 723,558</u>	<u>\$ 551,376</u>	<u>\$ (172,182)</u>

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

DESCRIPTION	ACTUAL							PROJECTED					Total 2020-2021
	JULY 2020	AUGUST 2020	SEPTEMBER 2020	OCTOBER 2020	NOVEMBER 2020	DECEMBER 2020	JANUARY 2021	FEBRUARY 2021	MARCH 2021	APRIL 2021	MAY 2021	JUNE 2021	
BEGINNING CASH BALANCE	909,425	823,584	787,539	711,589	673,101	597,374	430,727	551,376	949,177	861,178	789,813	687,388	909,425
CASH RECEIPTS:													
2019 Assessment	539	35,615	5,611	-	-	-	-	1,000	-	-	7,210	-	49,975
2020 Assessment	-	-	-	-	-	-	233,027	505,160	10,300	-	-	-	748,487
Special Assessments	539	35,615	5,611	-	-	-	233,027	506,160	10,300	-	7,210	-	798,462
Interest Income	(76)	1,314	1,146	1,153	831	717	428	1,050	1,640	1,570	1,490	1,370	12,633
Advisory Parking Committee	-	-	-	25,000	-	-	-	-	-	-	-	-	25,000
Special Event Revenue	870	156	120	-	5,000	-	500	2,130	10,280	12,000	4,120	1,150	36,326
Sub-total cash receipts	1,333	37,085	6,877	26,153	5,831	717	233,955	509,340	22,220	13,570	12,820	2,520	872,421
CASH DISBURSEMENTS:													
OFFICE DISBURSEMENTS													
PSD Personnel Costs	33,345	21,860	20,936	24,851	23,808	36,050	24,078	24,400	24,400	24,400	24,400	24,370	306,898
727.00 Postage	-	-	-	-	-	-	-	-	-	400	400	600	1,400
729.00 Supplies	-	2,784	377	-	130	90	33	280	280	280	280	280	4,814
801.02 Legal	-	177	611	-	335	549	346	250	250	250	250	250	3,268
802.01 Audit	-	-	207	262	237	50	-	-	-	-	-	-	756
811.00 Other Contractual Service	1,440	-	-	-	-	-	-	-	-	-	-	-	1,440
933.02 Equipment Maintenance	-	-	218	-	217	-	64	-	300	-	-	300	1,099
851.00 Telephone	102	103	100	100	100	100	102	150	140	150	150	150	1,447
955.01 Training	-	-	-	-	-	-	-	80	90	80	80	90	420
955.03 Memberships & Dues	-	375	575	-	-	305	229	30	-	270	370	-	2,154
955.04 Conferences & Workshops	-	-	-	-	-	-	-	250	-	-	400	100	750
942.00 Computer Equipment Rental	1,744	1,744	1,744	1,744	1,744	1,744	1,744	1,750	1,750	1,750	1,750	1,750	20,958
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	28,565	28,585	28,955	29,455	29,265	361,904
PROGRAM DISBURSEMENTS													
DPS Downtown Maintenance	26,958	15,187	14,773	15,679	10,556	17,957	9,727	6,110	6,110	6,110	6,110	22,610	157,887
Promotion Personnel Costs	1,950	-	-	875	1,749	2,915	1,784	3,700	3,710	3,710	3,700	3,700	27,793
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	14,834	14,834	9,830	-	-	69,674
935.02 Maintenance PSD	3,703	638	638	827	6,241	211	2,139	-	8,000	7,000	8,000	8,000	45,397
901.04 Marketing & Advertising	10,778	17,491	19,077	2,501	6,823	45,153	49,744	39,000	29,000	10,000	10,000	9,000	248,567
901.05 Public Relations	-	-	-	-	2,000	-	410	1,000	-	1,000	1,000	1,000	6,410
903.00 Tenant Recruitment	(528)	7,443	6,911	3,860	9,777	3,113	5,338	18,330	18,330	18,330	18,330	18,370	127,604
909.00 Special Events	7,687	3,928	13,285	5,467	5,392	11,335	4,791	-	-	-	37,000	8,000	96,885
904.00 PSD Magazine	-	-	-	7,000	-	37,000	-	-	-	-	-	-	44,000
829.02 Web Site Maintenance	60	-	-	-	1,582	-	60	-	1,650	-	1,650	-	5,002
Sub-total Program Disbursements	50,608	44,712	56,684	36,309	53,612	127,101	85,335	82,974	81,634	55,980	85,790	70,680	831,419
Total Disbursements	88,614	73,130	82,827	64,641	81,558	167,364	113,306	111,539	110,219	84,935	115,245	99,945	1,193,323
INCREASE (DECREASE) IN CASH BALANCE	(87,281)	(36,045)	(75,950)	(38,488)	(75,727)	(166,647)	120,649	397,801	(87,999)	(71,365)	(102,425)	(97,425)	(320,902)
ENDING CASH BALANCE	822,144	787,539	711,589	673,101	597,374	430,727	551,376	949,177	861,178	789,813	687,388	589,963	588,523



Special Events Committee

February 12, 2021 – ZOOM Meeting

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

The Shopping District **Staff:** Brook

1. Welcome and Introductions

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

ABSENT: Knight, Solomon

ADMINISTRATION: Brook

2. Restaurant Week Update

- a. Restaurant Week ran from January 25 – February 7
- b. Approximately 700 individuals submitted receipts to earn Birmingham Bucks.
- c. \$41,000 in Birmingham Bucks was distributed. This more than doubled the original budget of \$20,000 but the committee felt strongly that we should honor all receipt submissions.
- d. Birmingham Bucks can be redeemed through March 14, 2021.

3. Upcoming Events

- a. Special event applications for Farmers Market, Movie Nights and Day on the Town were approved by the city commission.
- b. Plans are underway for the Farmers Market. Vendor applications are now being accepted.

4. Spring Promotion

- a. The committee discussed the possibility of doing a Birmingham Bucks promotion with retailers in the spring and decided not to move forward at this time.
- b. The committee would like to try a Pay it Forward day with 5 small businesses (coffee shops, bakeries, juice bar).

5. Website

- a. Pohlod gave the committee a sneak peek at the design of the new website and asked for input on event listings.

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

2020-21 Budget: \$200,000

Remaining balance after March vouchers: \$104,182



The Shopping District

Marketing & Advertising Committee Meeting

February 16, 2021 8:30AM

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

Darakjian taking an extended leave of absence from committee.

Staff: Bassett

1. Welcome and Introductions

PRESENT: Eid, Kay, Lundberg, Pohlod

ABSENT: Darakjian, Knight

ADMINISTRATION: Bassett

VISITORS: None

2. Website Redesign

The development site was presented during the meeting and sent to the Committee for additional review and feedback this week. The focus was on the top navigation elements and defining the “shop”, “dine” and “services” categories and sub-categories. Website will be presented at the March 4 Board Meeting before live site launch.

3. Spring Retail Promotional Video Update

The Committee discussed video details. Renaissance Media is currently working to source video elements from stores. Video shoot will take place at the Daxton Hotel on March 30. Target launch will be the week of April 12. The video will be shared via our new website and social media. Bassett working on other potential media options and pricing.

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

Marketing 2020-21 Budget: \$275,000

Remaining balance after March vouchers: \$22,297

Magazine 2020-21 Budget: \$60,000

Remaining balance after March vouchers: \$9,000



The Shopping District

Maintenance/Capital Improvement Committee

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

Staff: Comerford, Wood, Laird, McGaughey, Jurek

- 1. No meeting held in February.**
- 2. Floral Planters and Hanging Baskets RFP**
 - a. The BSD accepted bids until February 11, 2021. We received 4 bids for Floral Planters and 2 bids for Hanging Baskets. Due to time constraints the committee would like to approve our two existing vendors, as they came in with the lowest bids. Worry Free for Hanging Baskets and Mosher & Associates for Floral Planters. See attached Bid Tabulations.
- 3. DPS Luncheon**
 - a. We are working on coordinating dates, looking at end of March beginning of April.

NEXT MEETING: March 9, 2021

2020-21 Budget: \$70,000

Remaining balance March vouchers: \$59,117

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

Remaining balance after March vouchers: \$21,041

Bid Tabulation - Floral Planters February 11, 2021

Vendor Name	Amount per planter	Weekly Maintenance	Removal of plants	Total
Ambius Ed Snow 248-249-9045 ed.snow@ambius.com	\$190 per pot	\$900 - per month	\$19 per pot	\$10,079
Premier Group Associates Katie Lanza 313-925-3538 katie@pgalc.com	\$275 per pot	\$5,000 - per month	\$50 per pot	\$30,075
Mosher & Associates Jayson Cronk 248-391-3095 deanna@mosherassociates.com	\$112.33 per pot	\$638.40 - per month	\$7.35 per pot	\$6,663.68
Worry Free, Inc Jeffrey Birkett 248-866-6352 worryfreeoutdoors@gmail.com	\$400 per pot			\$12,400

Bid Tabulation - Hanging Baskets February 11, 2021

Vendor Name	Amount per basket	Weekly Maintenance	Installation & Delivery	Total
Premier Group Associates Katie Lanza 313-925-3538 katie@pgalc.com	\$140 - 17" \$162 - 25"		\$4,500	\$34,548
Worry Free, Inc. Jeffrey Birkett 248-866-6352 worryfreeoutdorors@gmail.com	\$50 - 17" \$75 - 25"		\$2,500	\$13,300



The Shopping District

Business Development Committee

March 1, 2021 (rescheduled from 2/25/21)

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

Staff: Bassett

1. Welcome and Introductions

PRESENT: Hockman, Quintal, McKenzie

ABSENT: Surnow

ADMINISTRATION: Bassett

GUESTS: Cindy Ciura, CC Consulting

2. Recruitment and Retention

- a. Ciura updated the committee on potential deals including two LOIs that have turned into signed leases, with a third expected this week
- b. Ciura mentioned that overall she feels Birmingham is in a good position and has had a lot of interested from National retailers that have not traditionally been interested in a downtown setting
- c. Committee discussed the communications strategy and plan surrounding two new retailers
- d. Committee discussed the potential for writing a press release to include BSD efforts throughout the last year during COVID-19.
- e. Regarding the pipeline report, the team will maintain one dashboard with both recruitment and retention activity and add a label to signify the difference

3. Website Content

- a. Committee will work to develop content for the launch as well as a plan for future content to be added to the website as part of the continuous improvement strategy to keep content relevant

4. Retail Consultant Contract Renewal

- a. Committee discussed adding an annual bonus to the contract with a set of performance criteria including business retention activities. Hockman and McKenzie meeting to discuss criteria and metrics.

NEXT MEETING: March 25, 2021

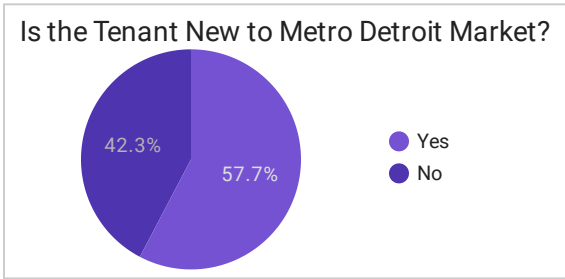
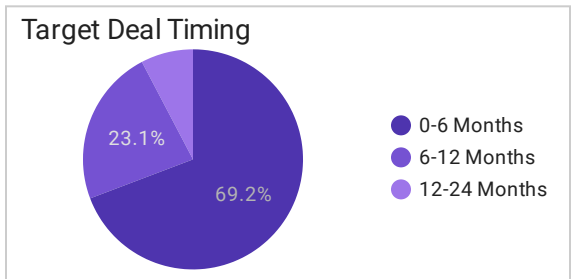
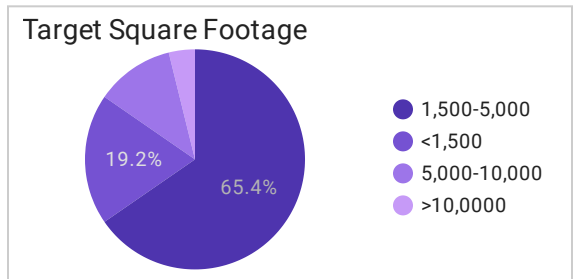
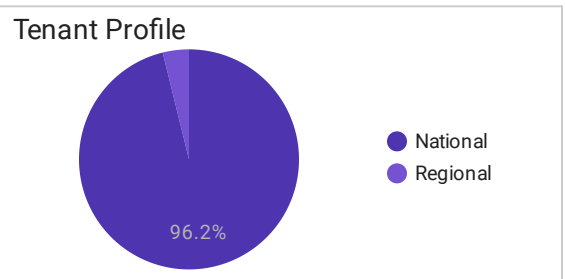
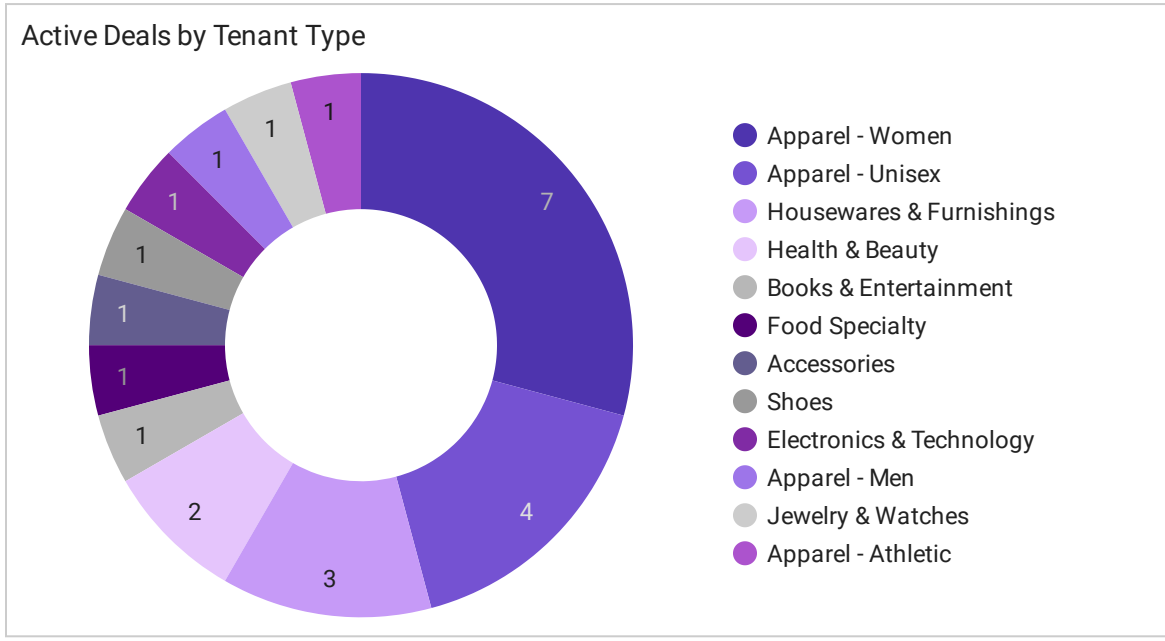
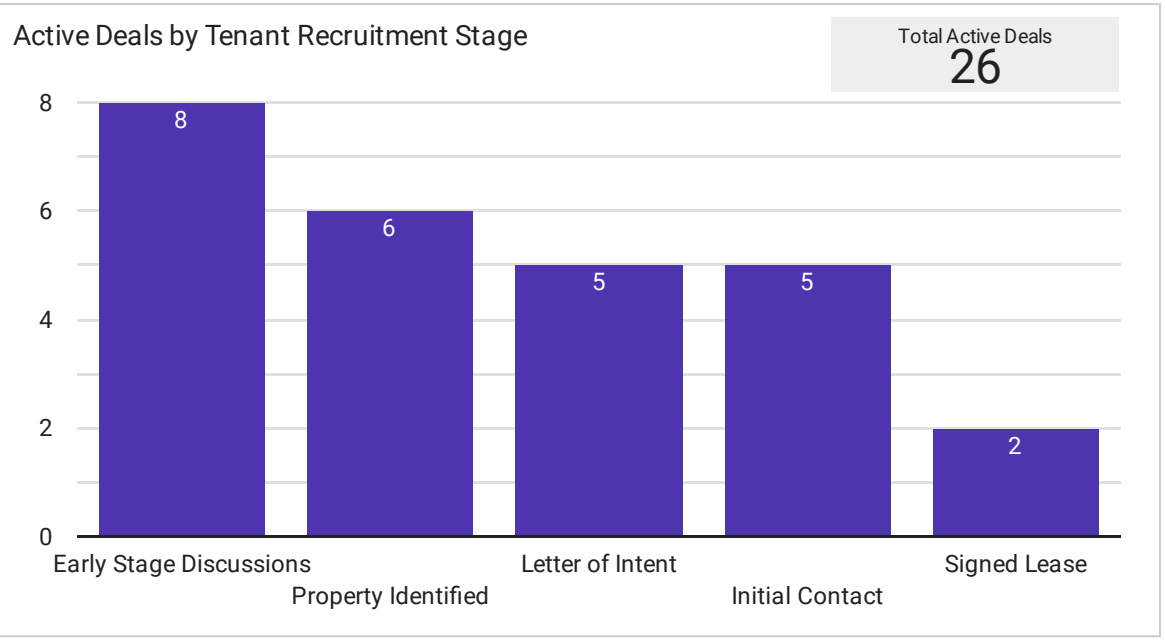
2020-21 Budget: \$160,000

Remaining balance after March vouchers: \$111,482

Birmingham Shopping District Tenant Recruitment Pipeline Report

Select Date Range:

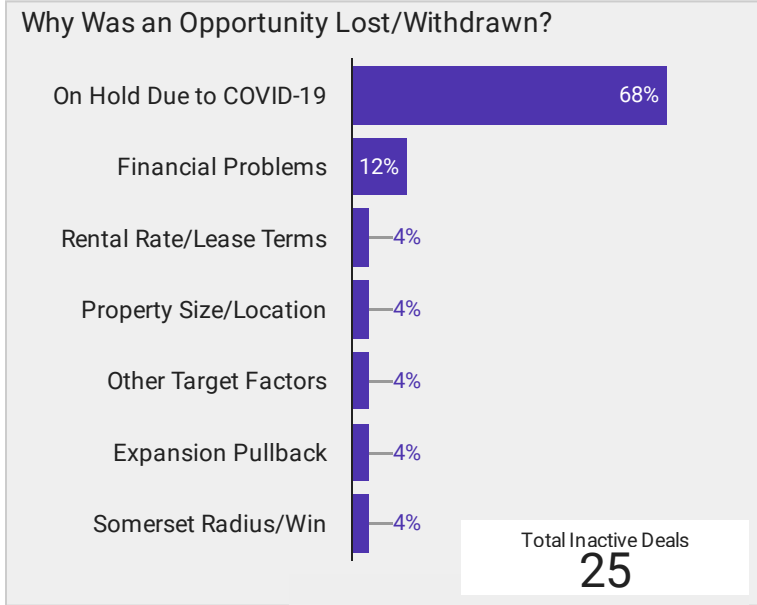
Jan 1, 2020 - Mar 1, 2021



Active Deals with Signed Letter of Intent

	Tenant Type	Tenant Profile	Deal Target Timing	Target Square Footage	Street Location	Stage	Most Recent Tracking Date
1.	Housewares & Furnishings	National	12-24 Months	5,000-10,000	N Old Woodward	Letter of Intent	Feb 26, 2021
2.	Apparel - Unisex	National	0-6 Months	1,500-5,000	W. Maple	Letter of Intent	Feb 26, 2021
3.	Housewares & Furnishings	National	12-24 Months	>10,000	Woodward & Brown	Signed Lease	Feb 24, 2021
4.	Apparel - Women	National	0-6 Months	1,500-5,000	S Old Woodward	Signed Lease	Feb 24, 2021
5.	Apparel - Athletic	National	0-6 Months	<1,500	S Old Woodward	Letter of Intent	Feb 24, 2021
6.	Health & Beauty	National	0-6 Months	1,500-5,000	W Maple	Letter of Intent	Feb 24, 2021
7.	Housewares & Furnishings	National	0-6 Months	5,000-10,000	N Old Woodward	Letter of Intent	Feb 24, 2021

1 - 7 / 7



SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

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

Birmingham Principal Shopping District Board

Voucher List For: 03/04/2021

Early Release Vendor	Description	Account	Amount
ASTREIN'S	REIMBURSE FOR BB'S THAT WOULDN'T PROCESS	SPECIAL EVENTS	100.00
BEIER HOWLETT P.C.	ATTORNEY FEES	LEGAL SERVICES	44.71
BRIDGET BARRETT	PHOTO SERVICES	MARKETING & ADVERTISING	350.00
C & G PUBLISHING INC.	RESTAURANT WEEK ADV	MARKETING & ADVERTISING	954.80
CC CONSULTING LLC	MONTHLY RETAIL SERVICES RETAINER	TENANT RECRUITMENT	2,183.33
COSTAR REALTY INFORMATION, INC	ONLINE RETAIL SERVICES	TENANT RECRUITMENT	680.00
DOWNTOWN IDEA EXCHANGE	ANNUAL SUBSCRIPTION	TRAINING	246.50
EFFECTV	RESTAURANT WEEK ADV	MARKETING & ADVERTISING	960.00
ENTERCOM COMMUNICATIONS CORP	RESTAURANT WEEK ADV	MARKETING & ADVERTISING	791.00
ERIKA BASSETT	USE OF PERSONAL CELL PHONE	TELEPHONE	25.00
IHEART MEDIA	FALL FASHION ADV	MARKETING & ADVERTISING	9,950.01
JOHN C COOK	PHOTOGRAPHY SERVICES MONTHLY RETAINER	MARKETING & ADVERTISING	200.00
MELINDA COMERFORD	USE OF PERSONAL CELL PHONE	TELEPHONE	25.00
MILES PARTNERSHIP LLL	WEBSITE REDESIGN PAY 3 OF 4	MARKETING & ADVERTISING	6,125.00
NICK'S MAINTENANCE SERVICE	MARCH SNOW SERVICES	SNOW REMOVAL CONTRACT	11,341.61
OFFICE DEPOT INC	MISC OFFICE SUPPLIES	OPERATING SUPPLIES	16.59
RENAISSANCE MEDIA SOLUTIONS	RESTAURANT WEEK ADV	MARKETING & ADVERTISING	1,500.00
SUNBELT RENTALS INC	HEATERS FOR OUTSIDE SANTA HOUSE	SPECIAL EVENTS	2,161.95
WDIV/TV4	RESTAURANT WEEK ADV	MARKETING & ADVERTISING	2,000.00
WXYZ/TV 7	RESTAURANT WEEK ADV	MARKETING & ADVERTISING	1,400.00
* YIFTEE, INC	RW PROMOTION	SPECIAL EVENTS	7,500.00

Birmingham Principal Shopping District Board

Voucher List For: 03/04/2021

<u>Early Release Vendor</u>	<u>Description</u>	<u>Account</u>	<u>Amount</u>
		Total:	\$ 48,555.50
<u>Journal Entries</u>			
	Verizon - Jaimi and Executive Director cell phone		\$ 99.96
	TOTAL VOUCHERS AND JOURNAL ENTRIES		\$ 48,655.46

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

Board Chair _____

Date _____



MEMORANDUM

DATE: February 25, 2021

TO: Birmingham Shopping District Board

FROM: Geoffrey Hockman, Board Chair

SUBJECT: 8A Request to award Spring/Summer Floral Planters Agreement

The BSD released a Request for Proposals (RFP) for Spring/Summer Floral Planters. The BSD accepted bids in February 2021 and the BSD maintenance committee reviewed proposals and has decided to continue working with Mosher & Associates, LLC.

We have been satisfied with the quality of work, and with the customer service provided by Mosher.

Suggested Action- New Business Item 8A:

To approve the agreement with Mosher & Associates, LLC for Spring/Summer Floral Planters pending signatures.



MEMORANDUM

DATE: February 25, 2021

TO: Birmingham Shopping District Board

FROM: Geoffrey Hockman, Board Chair

SUBJECT: 8B Request to award Floral Hanging Baskets Agreement

The BSD released a Request for Proposals (RFP) for Floral Hanging Baskets. The BSD accepted bids in February 2021 and the BSD maintenance committee reviewed proposals and has decided to continue working with Worry Free, Inc.

We have been satisfied with the quality of work, and with the customer service provided by Worry Free, Inc.

Suggested Action- New Business Item 8B:

To approve the agreement with Worry Free, Inc. for Floral Hanging Baskets pending signatures.

RESOLUTION FOR THE BIRMINGHAM PRINCIPAL SHOPPING DISTRICT

Moved by _____ Seconded by _____

At a regular meeting of the Birmingham Principal Shopping District of the City of Birmingham, Oakland County, Michigan, held on the fourth day of March 2021.

WHEREAS, the Birmingham Shopping District ("BSD") was established shortly after Governor John Engler signed Public Act 146 in July of 1992 which is known as the Redevelopment of the Shopping Areas Act; and,

WHEREAS, the City of Birmingham was a strong supporter of this legislation, seeing it as an important vehicle to improve the Birmingham Shopping District of the City; and,

WHEREAS, several dedicated members have served on the Birmingham Shopping District Board since its inception; and,

WHEREAS, the value these long serving Board members have provided is important for the continuing progress and success of the Birmingham Shopping District; and,

WHEREAS, as these members decide to retire or lose their qualifications to be on the Board due to a move of location or change of business, the BSD does not want to lose their valuable talents; and,

WHEREAS, the BSD is desirous of establishing a Director Emeritus position for such individuals with certain qualifications.

NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:

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

in all Board and Committee meeting discussions and voice opinions as he/she deems appropriate.

Passed, adopted and approved this fourth day of March, 2021.

AYES: _____

NAYS: _____

PRESENT: _____

ABSENT: _____

BIRMINGHAM PRINCIPAL SHOPPING DISTRICT

By: _____

Its: Chairman

CERTIFICATION

I, Geoffrey L. Hockman, being the duly appointed and qualified Chairman of the Birmingham Principal Shopping District, Oakland County, Michigan, do hereby certify and declare that the foregoing is a true and correct copy of Resolution, the original of which is on file in the office, adopted by the Birmingham Principal Shopping District on March 4, 2021.

Geoffrey L. Hockman

Chairman

**RESOLUTION FOR THE BIRMINGHAM PRINCIPAL SHOPPING
DISTRICT
FOR THE APPOINTMENT OF DIRECTOR EMERITUS**

Moved by _____

Seconded by _____

At a regular meeting of the Principal Shopping District of the City of Birmingham, Oakland County, Michigan, held on the fourth day of March 2021.

WHEREAS, the Birmingham Shopping District (“BSD”) has created the position of Director Emeritus; and,

WHEREAS, Douglas Fehan has served on the BSD Board since its inception, and provides great value to the Board from his historical knowledge and expertise in business.

NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:

1. The BSD does hereby appoint Douglas Fehan as Director Emeritus, seeing that he has provided the minimum qualifications of ten (10) years of service to the Board.
2. As Director Emeritus, Douglas Fehan shall be permitted to participate in all Board and Committee meeting discussions, but will be a non-voting member of the Board.

Passed, adopted and approved this fourth day of March 4, 2021.

AYES: _____

NAYS: _____

PRESENT: _____

ABSENT: _____

BIRMINGHAM PRINCIPAL SHOPPING DISTRICT

By: _____

Its: Chairman

CERTIFICATION

I, Geoffrey L. Hockman, being the duly appointed and qualified Chairman of the Birmingham Principal Shopping District, Oakland County, Michigan, do hereby certify and declare that the foregoing is a true and correct copy of Resolution, the original of which is on file in the office and adopted by the Birmingham Principal Shopping District Board on March 4, 2021.

Geoffrey L. Hockman
Chairman

CITY BOARD/COMMITTEE ATTENDANCE RECORD

Name of Board: Birmingham Shopping District

Year: 2021

Members Required for Quorum: 7

MEMBER NAME	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	SPEC MTG	SPEC MTG	Total Mtgs. Att.	Total Absent	Percent Attended Available
REGULAR MEMBERS																	
Richard Astrein	P	P													2	0	100%
Samy Eid	A	P													1	1	50%
Doug Fehan	P														1	0	100%
Geoffrey Hockman	P	P													2	0	100%
Zachary Kay	P	P													2	0	100%
Jessica Lundberg	A	P													1	1	50%
Tom Markus	P	P													2	0	100%
Mike McKenzie	P	P													2	0	100%
Amy Pohlod	P	P													2	0	100%
Steve Quintal	A	P													1	1	50%
Bill Roberts	P	P													2	0	100%
Sam Surnow	A	P													1	1	50%
Reserved															0	0	#DIV/0!
Reserved															0	0	#DIV/0!
Present or Available	8	11	0	0	0	0	0	0	0	0	0	0	0	0			

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

Department Head Signature



The Shopping District

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

BSD COMMITTEES
MONTHLY MEETING SCHEDULE
MARCH 2021

DUE TO COVID-19

<u>BSD BOARD</u>	<u>March 4, 2021 at 8:30 a.m. via Zoom meeting</u>
<u>MAINTENANCE/CAPITAL IMPROVEMENTS</u>	<u>March 9, 2021 at 8:30 a.m. via Zoom meeting</u>
<u>SPECIAL EVENTS</u>	<u>March 12, 2021 at 8:30 a.m. via Zoom meeting</u>
<u>MARKETING/ADVERTISING</u>	<u>March 18, 2021 at 8:30 a.m. via Zoom meeting</u>
<u>BUSINESS DEVELOPMENT</u>	<u>March 25, 2021 at 8:30 via Zoom meeting</u>
<u>EXECUTIVE</u>	<u>March 2, 2021 at 3:00 p.m. via Zoom meeting</u>
<u>QUARTERLY COMMITTEE HEAD</u>	<u>TBD</u>

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

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

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