



The Shopping District

**Birmingham Shopping District Agenda
Thursday, May 6, 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
 - a. April 1, 2021
 - b. April 23, 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
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, April 1, 2021 - 8:30 a.m.
ZOOM Meeting

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, April 1, 2021, at 8:30 a.m. via ZOOM Meetings

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT: Eid

ALSO PRESENT: Director Emeritus Fehan

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

2. RECOGNITION OF VISITORS

David Hoehendorf, Stuart Jeffares

3. APPROVAL OF MINUTES

MOTION: Motion by Astrein, seconded by Roberts to approve the minutes dated March 4, 2021.

VOTE: Yeas, 10 Nays, 0 Absent, 1

4. BOARD MEMBER COMMENTS

5. REPORTS

a. FINANCE REPORT – HOCKMAN

Hockman reported that the balance sheet shows approximately \$500,000 is still outstanding from the annual special assessment. Bills were mailed in January and payments are still being received. Currently, we have received slightly over \$400,000. Therefore, the process is working, as it should.

We are two-thirds the way through the year. The income statement shows that, overall, the BSD is in very good shape. The cash flow was projected to be higher at this point, but that is because assessments were mailed later than originally planned.

The cash flow report also shows that special events have not spent the forecasted amount and there is a positive variance in the maintenance budget. The current cash balance is \$796,000. We had \$822,000 when the year started. This number will probably trend up.

Hockman said that we are in solid shape and we are working to build up the cash balance for upcoming construction projects.

b. EXECUTIVE DIRECTOR REPORT

No report given

c. COMMITTEE REPORTS:

SPECIAL EVENTS – ASTREIN

Astrein reported that we distributed just over \$41,000 in Birmingham Bucks during the Restaurant Week promotion. The Birmingham Bucks went to over 600 individuals. Brook added that the process went very smoothly for most recipients as well as on the back end for the office staff. Roberts asked how many restaurants have not registered to accept the Bucks and suggested that we work to encourage them to participate. Markus mentioned that he went to a restaurant that did not accept the Birmingham Bucks and thinks that we may need to explain to the restaurants that are not already registered how easy it is to do so, that we have streamlined the process.

Astrein shared that over 50 vendors have applied for the Farmers Market. Brook has been working with Chief Wells on planning for a walkable market. She is also working on a Plan B for Movie Nights. This will probably be a drive-in set-up for the June movie. We are also looking to do something with small coffee shops so that we can help the next tier.

MARKETING & ADVERTISING - POHLOD

Pohlod reported that the new website is live. It was a soft launch. We will send a note to merchants next week. So far, things have gone smoothly and we have gotten compliments.

Production of the spring fashion video is underway. Pohlod complimented Kay on his selection of the different looks for the models and said that The Daxton is beautiful. Completion of the video is expected in mid-April.

Hockman shared that he had tried out the new website and thinks that the group did an outstanding job. Pohlod thanked Comerford, Brook, and Bassett for their part in the website development.

MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL

Quintal reported that they are still looking into lighting options for Merrill Street. The committee met with the company that will be doing the planters to discuss preferences. Unfortunately, Rae was not in attendance.

The DPS appreciation luncheon is today.

Astrein asked about power washing and if they would be able to erase the markings that were made to show where utilities are. Quintal replied that power washings are typically only done twice a year. Markus added that some of the markings are more resilient than others, and that there is not a lot that can be done, but he will send a letter to the utility companies.

BUSINESS DEVELOPMENT - SURNOW

Surnow stated that they had a productive committee meeting and reviewed the pipeline report. They are working to try to support all of the pending deals. He feels that the design of the report is much better now and it shows that Birmingham is a sought after destination with the attraction of some major tenants looking to come to town.

There are currently twenty-six active deals including a signed lease for a women's apparel shop on Old Woodward.

As far as retention goes, the fire department and the BSD have distributed funds and equipment valued at over \$100,000 in the last few weeks. The Birmingham Bucks program continues to be very successful at putting dollars back into the community.

The committee began looking into producing new marketing materials and discussed the contract for the third party consultant. The contract is an item in new business.

Surnow also thanked the marketing committee for their work on the website and for incorporating feedback from the business development committee.

Astrein asked if the prospect of Restoration Hardware coming to town would have any impact on other tenants. Surnow responded that he thinks that it will only help. He added that he feels it would be beneficial to find ways to support this large project.

EXECUTIVE BOARD REPORT - HOCKMAN

Hockman shared that the committee held a second round of interviews for the executive director position. They will be doing background checks and possibly one more set of interviews. He was pleased with the pool of candidates and hopes to be able to make an announcement in mid-April.

He added that Restoration Hardware is going through the approval process and that there will be discussion at a planning board meeting on April 28. He encouraged board members to attend and speak on behalf of this project.

d. PARKING REPORT - ASTREIN

Astrein reported that there was no meeting held in March. The next meeting will be on April 7.

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 Surnow to approve the vouchers, as submitted, dated April 1, 2021.

Jeffares thanked Hockman for mentioning the planning board meeting and expressed the importance of hearing two sides to issues. He added that, in addition to Restaurant Week, he held five events called Bistro Blasts. The events brought over \$40,000 to four different restaurants and had 240 people attend through the five sessions. Roberts thanked him for his support of the restaurant community.

Pohlod asked about the Restaurant Relief program. Hockman explained that the county is working with the fire department to get supplies and funds to restaurants and the BSD is helping to handle restaurant reimbursement. These will be pass through expenses. Pohlod is pleased that we have been able to work with the county. Roberts added that it has been great for the restaurants.

VOTE: Yeas, 10 Nays, 0 Absent, 1

7. UNFINISHED BUSINESS

8. NEW BUSINESS

a. Third Party Retail Recruiting Agreement

MOTION: Motion by Astrein, seconded by Quintal to approve the addendum to agreement with CC Consulting for third party retail recruiting of national and regional retailers to the downtown Birmingham Shopping District.

Surnow shared that the business development committee had evaluated CC Consulting and that they all agreed to recommend the renewal of the contract. He added that he thinks Ciura has done a great job.

Hockman asked for an overview of changes to the contract. Surnow said that the annual base compensation has gone up a couple thousand dollars and there is an increase in the compensation based on every deal that is signed in which Ciura is involved. The first lease will be a \$4,000 bonus. The bonus will increase with each lease signed, but there is a maximum.

Kay asked what qualifies as recruitment – does keeping an existing store count, or only new stores. Surnow explained that this is for new tenants, but there is an overall bonus opportunity to recognize retention. Hockman shared that he feels that this is a balanced approach and it does not change the maximum payment.

VOTE: Yeas, 10 Nays, 0 Absent, 1

b. Committee Membership Approval

MOTION: Motion by Kay, seconded by Roberts to approve the BSD Committee application, and final revisions if required, for Ron Rea to be a member of the Maintenance and Capital Improvements Committee.

VOTE: Yeas, 10 Nays, 0 Absent, 1

c. Committee Membership Approval

MOTION: Motion by Astrein, seconded by Kay to approve the BSD Committee application, and final revisions if required, for Sarvy Lipari to be a member of the Special Events Committee.

VOTE: Yeas, 10 Nays, 0 Absent, 1

9. INFORMATION

a. Retail Activity

b. Announcements

c. Letters, Board Attendance & Monthly Meeting Schedule

10. PUBLIC COMMENTS

11. ADJOURNMENT – 9:14 A.M.

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

City of Birmingham
Birmingham Shopping District Proceeding
Friday, April 23, 2021 - 8:30 a.m.
ZOOM Meeting

Minutes of the special meeting of the Birmingham Shopping District Board held Friday, April 23, 2021, at 8:30 a.m. via ZOOM Meetings

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein (Houston, TX), Eid (Bloomfield Hills), 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: Sean Kammer

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

2. NEW BUSINESS

a. Appointment of Sean Kammer as Executive Director

MOTION: Motion by Astrein, seconded by Roberts to appoint Sean Kammer to the Birmingham Shopping District executive director position effective May 17, 2021. Further to authorize the City to execute an Employment Agreement for these services.

Hockman reviewed the selection process. There were 43 applicants and three rounds of interviews. The final interview included asking the applicants how they would handle the real life situation of upcoming construction on S. Old Woodward.

Hockman shared that the interview committee was very impressed with Kammer's background. He is currently the Downtown Manager in Royal Oak. He has also worked in Lathrup Village and Flint. He has a master's degree and is currently working on earning a second master's degree.

Hockman thanked the city's HR department for their assistance.

VOTE: Yeas, 11 Nays, 0 Absent, 0

Kammer thanked the board for selecting him and said that he is honored to be given this opportunity. He plans to speak with the board chair to gain background information and is looking forward to starting the position.

b. Approval of staff compensation

MOTION: Motion by Quintal, seconded by Roberts to pay a one-time \$1,500 bonus to each current BSD employee.

Hockman expressed his appreciation of the work the staff has done over the last several months. He said that the executive board has been very pleased and recommended that the full board approve this one-time bonus payment.

VOTE: Yeas, 11 Nays, 0 Absent, 0

3. PUBLIC COMMENTS

Surnow shared that he is excited to have Kammer on board and extended an invitation for Kammer to reach out to any of the committee chairs for assistance.

4. ADJOURNMENT – 8:41 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	1,164,220.40
247-000.000-028.0000	MISCELLANEOUS	16,700.72
247-000.000-028.9999	ALLOW FOR DOUBTFUL ACCTS.	(1,653.72)
247-000.000-045.0886	PSD PEC ASSESS 20-21 #886 RECEIVAE	61,763.61
247-000.000-048.0885	PSD 2019-2020 DELQ SAD	1,513.99
Total Assets		1,242,795.00
*** Liabilities ***		
247-000.000-202.0000	ACCOUNTS PAYABLE	84,784.19
247-000.000-255.0001	GIFT CERTIFICATES	450.00
247-000.000-367.0300	DEFER. INFLOWS - MISCELLANEOUS INV	15,047.00
247-000.000-367.0700	DEFER. INFLOWS - SPECIAL ASSESMEN	61,763.61
247-000.000-367.0800	DEFER. INFLOWS - DELQ SPECIAL ASSE	1,513.99
Total Liabilities		163,558.79
*** 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		193,266.96
Ending Fund Balance		1,079,236.21
Total Liabilities And Fund Balance		1,242,795.00

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 03/31/2021

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 03/31/2021	ACTIVITY FOR MONTH 03/31/2021	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
INTERGOVERNMENTAL						
247-000.000-528.0000-COV-OCREST	OTHER FEDERAL GRANTS	0.00	58,778.00	58,778.00	(58,778.00)	100.00
INTERGOVERNMENTAL		0.00	58,778.00	58,778.00	(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	6,126.74	0.00	7,573.26	44.72
247-000.000-666.0001	SPECIAL ASSESSMENT INTEREST	0.00	0.00	0.00	0.00	0.00
INTEREST AND RENT		13,700.00	6,126.74	0.00	7,573.26	44.72
SPECIAL ASSESSMENTS						
247-000.000-672.0247	FUTURE SPECIAL ASSESSEMENTS - PSD	1,030,930.00	0.00	0.00	1,030,930.00	0.00
247-000.000-672.0868	PSD SPECIAL ASSESSMENT 2015-2016	0.00	0.00	0.00	0.00	0.00
247-000.000-672.0870	PSD SPECIAL ASSESS REV 17-18 #870	0.00	0.00	0.00	0.00	0.00
247-000.000-672.0884	PSD SPEC ASSESS REVENUE 2018-2019	0.00	0.00	0.00	0.00	0.00
247-000.000-672.0885	PSD SPEC ASSESS REVENUE 2019-2020	24,040.00	15,915.21	(40,764.71)	8,124.79	66.20
247-000.000-672.0886	PSD SPECIAL ASSESS REV 2020-2021	0.00	992,178.58	440,008.00	(992,178.58)	100.00
SPECIAL ASSESSMENTS		1,054,970.00	1,008,093.79	399,243.29	46,876.21	95.56
OTHER REVENUE						
247-000.000-674.0009	PROCEEDS FROM FUNDRAISING	0.00	0.00	0.00	0.00	0.00
247-000.000-676.0001	CONTR FROM PRIVATE SOURCE	190,000.00	6,340.00	0.00	183,660.00	3.34
247-000.000-677.0001	SUNDRY & MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00
OTHER REVENUE		190,000.00	6,340.00	0.00	183,660.00	3.34
Total Dept 000.000		1,530,950.00	1,104,338.53	458,021.29	426,611.47	72.13
TOTAL REVENUES		1,530,950.00	1,104,338.53	458,021.29	426,611.47	72.13
Expenditures						
Dept 298.000 - PUBLIC RELATIONS						
PERSONNEL SERVICES						
247-298.000-702.0001	SALARIES & WAGES DIRECT	32,700.00	10,450.04	1,620.03	22,249.96	31.96
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	733.94	104.59	1,816.06	28.78
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	32.78	5.08	77.22	29.80
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

PERIOD ENDING 03/31/2021

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 03/31/2021	ACTIVITY FOR MONTH 03/31/2021	AVAILABLE BALANCE	% BDGT USED
Fund 247 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
PERSONNEL SERVICES		44,470.00	11,312.98	1,729.70	33,157.02	25.44
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Total Dept 298.000 - PUBLIC RELATIONS		44,470.00	11,312.98	1,729.70	33,157.02	25.44
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Dept 441.005 - DOWNTOWN MAINTENANCE						
PERSONNEL SERVICES						
247-441.005-702.0001	SALARIES & WAGES DIRECT	55,510.00	35,784.96	2,798.19	19,725.04	64.47
247-441.005-702.0002	OVERTIME PAY	26,450.00	20,369.04	1,391.65	6,080.96	77.01
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	4,209.17	310.90	2,350.83	64.16
247-441.005-706.0002	HOSPITALIZATION	10,460.00	7,077.76	524.86	3,382.24	67.67
247-441.005-706.0003	LIFE INSURANCE	200.00	182.85	17.07	17.15	91.43
247-441.005-706.0004	RETIRE CONTRIB HEALTH	12,610.00	8,288.42	899.10	4,321.58	65.73
247-441.005-706.0005	DENTAL/OPTICAL	630.00	418.92	41.78	211.08	66.50
247-441.005-706.0006	LT/ST DISABILITY	640.00	434.30	37.60	205.70	67.86
247-441.005-706.0007	WORKER'S COMPENSATION	1,580.00	1,409.51	119.16	170.49	89.21
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	5,191.38	576.82	2,078.62	71.41
247-441.005-706.0011	HRA BENEFIT	100.00	117.51	117.51	(17.51)	117.51
247-441.005-706.0012	RETIREMNT-DEF CONTR EMPLR	2,210.00	3,531.98	309.67	(1,321.98)	159.82
247-441.005-706.0013	RET HLTH SVGS CONTR EMPLR	1,010.00	1,094.04	96.41	(84.04)	108.32
PERSONNEL SERVICES		125,570.00	88,270.21	7,240.72	37,299.79	70.30
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OTHER CHARGES						
247-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	43,000.00	31,772.38	2,382.94	11,227.62	73.89
OTHER CHARGES		43,000.00	31,772.38	2,382.94	11,227.62	73.89
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Total Dept 441.005 - DOWNTOWN MAINTENANCE		168,570.00	120,042.59	9,623.66	48,527.41	71.21
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Dept 748.000 - PRINCIPAL SHOPPING DISTRICT						
PERSONNEL SERVICES						
247-748.000-702.0001	SALARIES & WAGES DIRECT	234,900.00	142,981.32	8,552.34	91,918.68	60.87
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	10,561.71	640.57	7,408.29	58.77
247-748.000-706.0002	HOSPITALIZATION	37,340.00	22,714.51	1,159.58	14,625.49	60.83
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	4,209.03	467.67	1,410.97	74.89
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	697.71	26.95	42.29	94.29
247-748.000-706.0008	SICK TIME PAYOUT	0.00	0.00	0.00	0.00	0.00
247-748.000-706.0010	RETIREMENT EMPLOYER CNTB	4,830.00	3,620.25	402.25	1,209.75	74.95
247-748.000-706.0011	HRA BENEFIT	0.00	0.00	0.00	0.00	0.00
247-748.000-706.0012	RETIREMNT-DEF CONTR EMPLR	10,370.00	5,412.69	0.00	4,957.31	52.20
247-748.000-706.0013	RET HLTH SVGS CONTR EMPLR	1,820.00	966.00	0.00	854.00	53.08

PERIOD ENDING 03/31/2021

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 03/31/2021	ACTIVITY FOR MONTH 03/31/2021	AVAILABLE BALANCE	% BDGT USED
Fund 247 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
PERSONNEL SERVICES		317,170.00	193,462.15	11,249.36	123,707.85	61.00
OTHER CHARGES						
247-748.000-801.0200	LEGAL SERVICES	3,000.00	2,150.01	264.00	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	11,341.61	(5,199.76)	108.81
247-748.000-829.0200	WEB SITE MAINTENANCE	5,500.00	1,641.68	0.00	3,858.32	29.85
247-748.000-851.0000	TELEPHONE	1,750.00	1,254.28	149.96	495.72	71.67
247-748.000-901.0000	PRINTING & PUBLISHING	0.00	0.00	0.00	0.00	0.00
247-748.000-901.0400	MARKETING & ADVERTISING	275,000.00	254,749.86	6,955.25	20,250.14	92.64
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	49,313.62	5,546.33	110,686.38	30.82
247-748.000-904.0000	PRINTING PSD MAGAZINE	60,000.00	44,000.00	0.00	16,000.00	73.33
247-748.000-909.0000	SPECIAL EVENTS	200,000.00	55,991.59	404.95	144,008.41	28.00
247-748.000-933.0200	EQUIPMENT MAINTENANCE	1,200.00	498.98	0.00	701.02	41.58
247-748.000-935.0200	MAINTENANCE SHOPPING DIST	85,000.00	13,489.48	3,433.70	71,510.52	15.87
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	15,697.53	1,744.17	5,232.47	75.00
247-748.000-944.0000	BUILDING OR FACILITY RENT	12,000.00	9,000.00	1,000.00	3,000.00	75.00
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	1,109.00	0.00	491.00	69.31
247-748.000-955.0400	CONFERENCES & WORKSHOPS	3,000.00	0.00	0.00	3,000.00	0.00
247-748.000-957.0400	LIAB INSURANCE PREMIUMS	4,500.00	3,375.00	375.00	1,125.00	75.00
247-748.000-962.0000	MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00
OTHER CHARGES		994,240.00	523,983.39	31,214.97	470,256.61	52.70
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	62,270.46	58,778.00	(58,770.46)	1,779.16
247-748.000-799.0000	EQUIPMENT UNDER \$5,000	0.00	0.00	0.00	0.00	0.00
SUPPLIES		6,500.00	62,270.46	58,778.00	(55,770.46)	958.01
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
<hr/>						
Total Dept 748.000 - PRINCIPAL SHOPPING DISTRICT		1,317,910.00	779,716.00	101,242.33	538,194.00	59.16
<hr/>						
TOTAL EXPENDITURES		1,530,950.00	911,071.57	112,595.69	619,878.43	59.51
<hr/>						
Fund 247 - PRINCIPAL SHOPPING DISTRICT:						
TOTAL REVENUES		1,530,950.00	1,104,338.53	458,021.29	426,611.47	72.13
TOTAL EXPENDITURES		1,530,950.00	911,071.57	112,595.69	619,878.43	59.51
NET OF REVENUES & EXPENDITURES		0.00	193,266.96	345,425.60	(193,266.96)	100.00

PRINCIPAL SHOPPING DISTRICT
CASH FLOW
FOR THE MONTH OF MARCH 2021

<u>DESCRIPTION</u>	<u>PROJECTED</u>	<u>ACTUAL</u>	<u>VARIANCE</u>
BEGINNING CASH BALANCE	\$ 1,121,269	\$ 775,954	\$ (345,315)
CASH RECEIPTS:			
Restaurant Relief Grant	-	58,778	58,778
Special Assessments	10,300	399,243	388,943
Interest Income	1,500	-	(1,500)
Advisory Parking Committee	-	-	-
Special Event Revenue	<u>10,280</u>	<u>-</u>	<u>(10,280)</u>
Sub-total cash receipts	22,080	458,021	435,941
CASH DISBURSEMENTS:			
OFFICE DISBURSEMENTS			
PSD Personnel Costs	24,400	12,119	12,281
727.0000 Postage	-	-	-
729.0000 Supplies	280	16	264
801.0200 Legal	250	45	205
802.0100 Audit	-	-	-
811.0000 Other Contractual Service	-	-	-
933.0200 Equipment Maintenance	300	-	300
851.0000 Telephone	140	150	(10)
955.0100 Training	90	246	(156)
955.0300 Memberships & Dues	-	-	-
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	28,585	15,695	12,890
PROGRAM DISBURSEMENTS			
DPS Downtown Maintenance	6,110	11,023	(4,913)
Promotion Personnel Costs	3,710	1,730	1,980
Gift Certificates Out	-	-	-
828.0300 Valet Services	-	-	-
829.0100 Snow Removal	14,834	11,342	3,492
935.0200 Maintenance PSD	8,000	189	7,811
901.0400 Marketing & Advertising	29,000	24,231	4,769
901.0500 Public Relations	-	-	-
903.0000 Tenant Recruitment	18,330	2,863	15,467
909.0000 Special Events	-	2,682	(2,682)
904.0000 PSD Magazine	-	-	-
829.0200 Web Site Maintenance	<u>1,650</u>	<u>-</u>	<u>1,650</u>
Sub-total Program Disbursements	<u>81,634</u>	<u>54,060</u>	<u>27,574</u>
Total Disbursements	110,219	69,755	40,464
INCREASE (DECREASE) IN CASH BALANCE	<u>(88,139)</u>	<u>388,266</u>	<u>476,405</u>
ENDING CASH BALANCE	<u>\$ 1,033,130</u>	<u>\$ 1,164,220</u>	<u>\$ 131,090</u>

PRINCIPAL SHOPPING DISTRICT
ACTUAL CASH FLOW
FOR THE NINE MONTHS ENDED MARCH 2021

<u>DESCRIPTION</u>	PROJECTED	ACTUAL	VARIANCE
BEGINNING CASH BALANCE	\$ 909,425	\$ 909,425	\$ -
CASH RECEIPTS:			
Restaurant Relief Grant	-	58,778	58,778
Special Assessments	1,047,760	1,044,248	(3,512)
Interest Income	9,040	6,127	(2,913)
Advisory Parking Committee	25,000	25,000	-
Special Event Revenue	<u>172,730</u>	<u>6,946</u>	<u>(165,784)</u>
Sub-total cash receipts	1,254,530	1,141,099	(113,431)
CASH DISBURSEMENTS:			
OFFICE DISBURSEMENTS			
PSD Personnel Costs	244,000	207,043	36,957
727.0000 Postage	1,600	-	1,600
729.0000 Supplies	2,660	3,526	(866)
801.0200 Legal	2,250	2,063	187
802.0100 Audit	760	756	4
811.0000 Other Contractual Service	-	-	-
933.0200 Equipment Maintenance	900	499	401
851.0000 Telephone	1,300	1,307	(7)
955.0100 Training	750	246	504
955.0300 Memberships & Dues	960	1,484	(524)
955.0400 Conferences & Workshops	2,500	-	2,500
942.0000 Computer Equipment Rental	15,680	15,696	(16)
957.0400 Liability Insurance	3,375	3,375	-
944.0000 Building Rent	<u>9,000</u>	<u>9,000</u>	<u>-</u>
Sub-total Office Disbursements	285,735	244,995	40,740
PROGRAM DISBURSEMENTS			
DPS Downtown Maintenance	133,740	127,740	6,000
Promotion Personnel Costs	33,360	12,693	20,667
Gift Certificates Out	-	100	(100)
828.0300 Valet Services	15,000	2,100	12,900
829.0100 Snow Removal	64,170	52,860	11,310
935.0200 Maintenance PSD	47,000	14,586	32,414
901.0400 Marketing & Advertising	221,000	266,746	(45,746)
901.0500 Public Relations	7,000	4,410	2,590
903.0000 Tenant Recruitment	104,970	51,849	53,121
909.0000 Special Events	155,000	62,523	92,477
904.0000 PSD Magazine	60,000	44,000	16,000
829.0200 Web Site Maintenance	<u>3,850</u>	<u>1,702</u>	<u>2,148</u>
Sub-total Program Disbursements	845,090	641,309	203,781
Total Disbursements	1,130,825	886,304	244,521
INCREASE (DECREASE) IN CASH BALANCE	<u>123,705</u>	<u>254,795</u>	<u>131,090</u>
ENDING CASH BALANCE	<u>\$ 1,033,130</u>	<u>\$ 1,164,220</u>	<u>\$ 131,090</u>

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

DESCRIPTION	ACTUAL									PROJECTED			Total 2020-2021
	JULY 2020	AUGUST 2020	SEPTEMBER 2020	OCTOBER 2020	NOVEMBER 2020	DECEMBER 2020	JANUARY 2021	FEBRUARY 2021	MARCH 2021	APRIL 2021	MAY 2021	JUNE 2021	
BEGINNING CASH BALANCE	909,425	823,584	787,539	711,589	673,101	597,374	430,846	588,474	775,954	1,164,220	1,092,855	984,720	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	-	-	-	992,179
Special Assessments	539	35,615	5,611	-	-	-	270,516	332,724	399,243	-	1,500	-	1,045,748
Restaurant Relief Grant	-	-	-	-	-	-	-	-	58,778	-	-	-	58,778
Interest Income	(76)	1,314	1,146	1,153	831	836	428	495	-	1,570	1,490	1,370	10,557
Advisory Parking Committee	-	-	-	25,000	-	-	-	-	-	-	-	-	25,000
Special Event Revenue	870	156	120	-	5,000	-	500	300	-	12,000	4,120	1,150	24,216
Sub-total cash receipts	1,333	37,085	6,877	26,153	5,831	836	271,444	333,519	458,021	13,570	7,110	2,520	1,164,299
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	24,400	24,400	24,370	280,213
727.00 Postage	-	-	-	-	-	-	-	-	-	400	400	600	1,400
729.00 Supplies	-	2,784	377	-	130	90	33	96	16	280	280	280	4,366
801.02 Legal	-	177	611	-	335	549	346	-	45	250	250	250	2,813
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	799
851.00 Telephone	102	103	100	100	100	100	102	450	150	150	150	150	1,757
955.01 Training	-	-	-	-	-	-	-	-	246	80	80	90	496
955.03 Memberships & Dues	-	375	575	-	-	305	229	-	-	270	370	-	2,124
955.04 Conferences & Workshops	-	-	-	-	-	-	-	-	-	-	400	100	500
942.00 Computer Equipment Rental	1,744	1,744	1,744	1,744	1,744	1,744	1,744	1,744	1,744	1,750	1,750	1,750	20,946
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	28,955	29,455	29,265	334,110
PROGRAM DISBURSEMENTS													
DPS Downtown Maintenance	26,958	15,187	14,773	15,679	10,556	17,957	9,727	5,880	11,023	6,110	6,110	22,610	162,570
Promotion Personnel Costs	1,950	-	-	875	1,749	2,915	1,784	1,690	1,730	3,710	3,700	3,700	23,803
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	9,830	-	-	62,690
935.02 Maintenance PSD	3,703	638	638	827	6,241	211	2,139	-	189	7,000	8,000	8,000	37,586
901.04 Marketing & Advertising	10,778	17,491	19,077	2,501	6,823	45,153	50,254	90,438	24,231	10,000	10,000	9,000	295,746
901.05 Public Relations	-	-	-	-	2,000	-	410	2,000	-	1,000	1,000	1,000	7,410
903.00 Tenant Recruitment	(528)	7,443	6,911	3,860	9,777	3,113	5,338	13,072	2,863	18,330	18,330	18,370	106,879
909.00 Special Events	7,687	3,928	13,285	5,467	5,392	11,335	4,791	7,956	2,682	-	37,000	8,000	107,523
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	55,980	85,790	70,680	853,759
Total Disbursements	88,614	73,130	82,827	64,641	81,558	167,364	113,816	146,039	69,755	84,935	115,245	99,945	1,187,869
INCREASE (DECREASE) IN CASH BALANCE	(87,281)	(36,045)	(75,950)	(38,488)	(75,727)	(166,528)	157,628	187,480	388,266	(71,365)	(108,135)	(97,425)	(23,570)
ENDING CASH BALANCE	822,144	787,539	711,589	673,101	597,374	430,846	588,474	775,954	1,164,220	1,092,855	984,720	887,295	885,855



Special Events Committee

April 9, 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, Hussey, Kay, Lipari, McLeod, Pohlod

ABSENT: Knight, Solomon

ADMINISTRATION: Brook

2. Farmers Market Update

a. Approximately 60 vendors have applied for the market.

b. Brook is working with Chief Wells on finalizing a COVID-19 safety plan for the market.

c. Masks will be required for all vendors and shoppers.

i. Signage will be at the market entrance to let everyone know.

ii. The entrance will be manned to enforce the mask requirement.

iii. Kids activities, sponsor booths, and event days are on hold until further notice.

3. Movie Nights Update

a. We are working on a Plan B for at least the June Movie Night. As of now, this plan is to hold the event 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 in their vehicles

iii. We will bring in a professional parking company to help load-in the cars

iv. Previous sponsors will be 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. Brook has spoken with Chief Wells and, as of now, the event will be able to happen as scheduled.

i. We will not have a bounce house or kids' activities

ii. Attendees and sales people will be asked to wear masks when in the event area – signs will be placed at major event entrances regarding masks.

5. Cruise Update

a. Brook has spoken with Chevy regarding their participation in our event. If we get approval to hold the event, they would like to be involved again.

b. Brook will begin to prepare the special event application to submit to city commission.

NEXT MEETING: Friday, May 14 at 8:30 a.m.

2020-21 Budget: \$200,000

Remaining balance after May vouchers: \$96,303



The Shopping District

Marketing & Advertising Committee Meeting

April 15, 2021 8:30AM

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

Staff: Bassett

1. Welcome and Introductions

PRESENT: Pohold, Kay, Lundberg

ABSENT: Eid

ADMINISTRATION: Bassett

VISITORS: Ciura

2. Spring Fashion Video and Photography Presentation and Campaign

The Committee reviewed video versions and campaign strategy to be finalized the week of 4/19. The video will be deployed on our website homepage and press section, Youtube, social media accounts and through a social conquest campaign. Photography will be finalized the week of 4/19 and will be used on our website, social media and on SEEN's website and social media.

3. Video and Content Strategy for 21-22 FY

The Committee to develop a content strategy to replace the Birmingham Magazine for the 21-22 fiscal year. The Committee will begin to outline the scope of work in preparation to initiate the RFP process.

4. Social Media Content

The Committee discussed social media content strategy for Q2, including promotional ideas for Mother's Day, Father's Day and Farmers Market.

5. Hotel Promotional Materials and Collaboration Opportunities

The Committee discussed opportunities to promote the spring fashion video in-room at Daxton and other upcoming opportunities to promote the district in general through all of the BSD hotels. The discussion also included developing a strategy to promote travel to Birmingham for shopping, dining and recreation.

6. Website Continuous Improvement

The Committee discussed building continuous improvement into the budget moving forward to accommodate the addition of new features and functionality. Items discussed were the potential addition of attributes, linking to a third party reservation engine and linking to/building an informational area for construction project updates.

NEXT MEETING: Thursday, May 20 at 8:30 a.m.

Marketing 2020-21 Budget: \$275,000

Remaining balance after May vouchers: \$5,088

Magazine 2020-21 Budget: \$60,000

Remaining balance after May vouchers: \$0



The Shopping District

Maintenance/Capital Improvement Committee

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

Staff: Comerford, Wood, Laird, McGaughey, Jurek

1. **No meeting was held in April.**
2. **DPS Appreciation Luncheon:**
 - a. The BSD provided lunch on April 1 to DPS workers in appreciation for all their hard work on the Holiday lights.
3. **Merrill Street Lighting:**
 - a. The committee is still discussing if it is feasible to continue with the lighting.
4. **Snow Removal:**
 - a. The committee will be preparing a RFP to go out for bid.

NEXT MEETING: May 11, 2021

2020-21 Budget: \$70,000

Remaining balance May vouchers: \$49,222

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

Remaining balance after May vouchers: \$9,699



The Shopping District

Business Development Committee

April 22, 2021

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

Staff: Bassett

1. Welcome and Introductions

PRESENT: Surnow, McKenzie

ABSENT: Hockman, Quintal

ADMINISTRATION: Bassett

GUESTS: Cindy Ciura, CC Consulting

2. Recruitment Developments

- a. Ciura updated the committee on the Pipeline report. Highlights include:
 - i. A national retailer is in lease negotiations for a space on W. Maple
 - ii. Construction has started on S. Old Woodward for a current Birmingham tenant relocation and expansion
 - iii. We have 3 LOIs for spaces along Old Woodward
- b. Ciura mentioned that there continues to be significant interest in Birmingham from national retailers and that they continue to request TI dollars and COVID clauses

3. Retention Activities

- a. We continue to assist businesses with marketing efforts and advertising opportunities, including:
 - i. Photography: We have coordinated photoshoots with 17 BSD businesses since February and provided them with assets for their individual use on social media and in advertising
 - ii. We will provide the following assets to merchants for spring:
 1. Fashion video highlighting approximately 15 of our local businesses and downtown Birmingham
 2. Social media graphics to promote Farmer's 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 to provide a list of materials and examples to the Committee
 - ii. The Committee is interested in advertising in Shopping Center Business and reviewing opportunities in June, July and December

NEXT MEETING: May 27, 2021

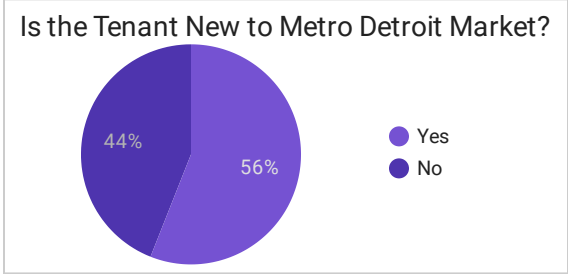
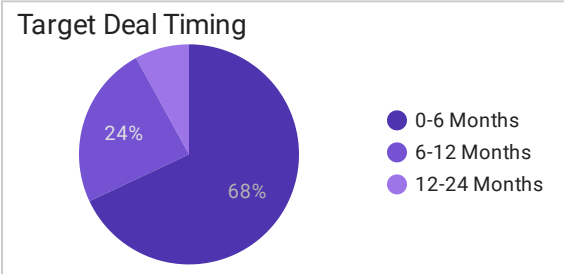
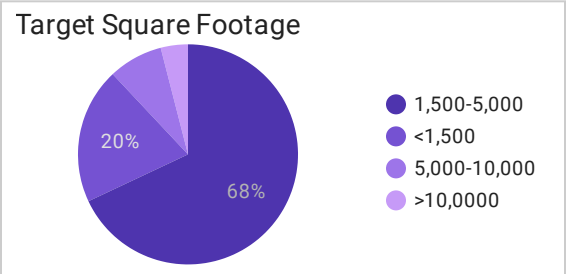
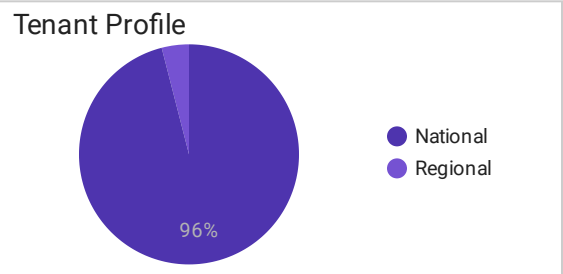
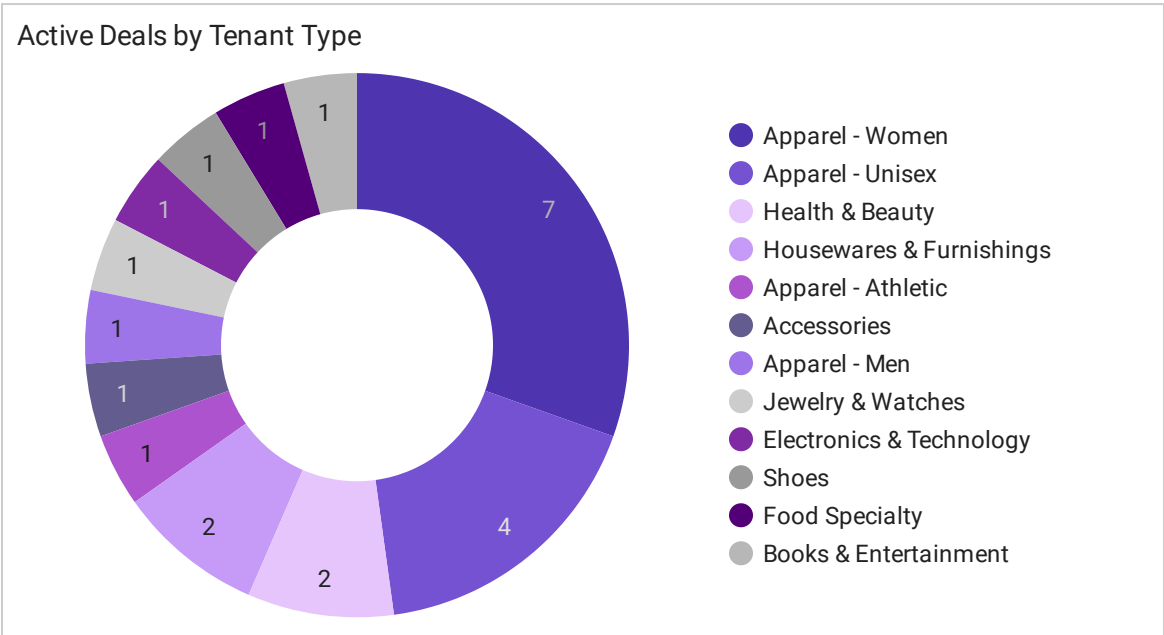
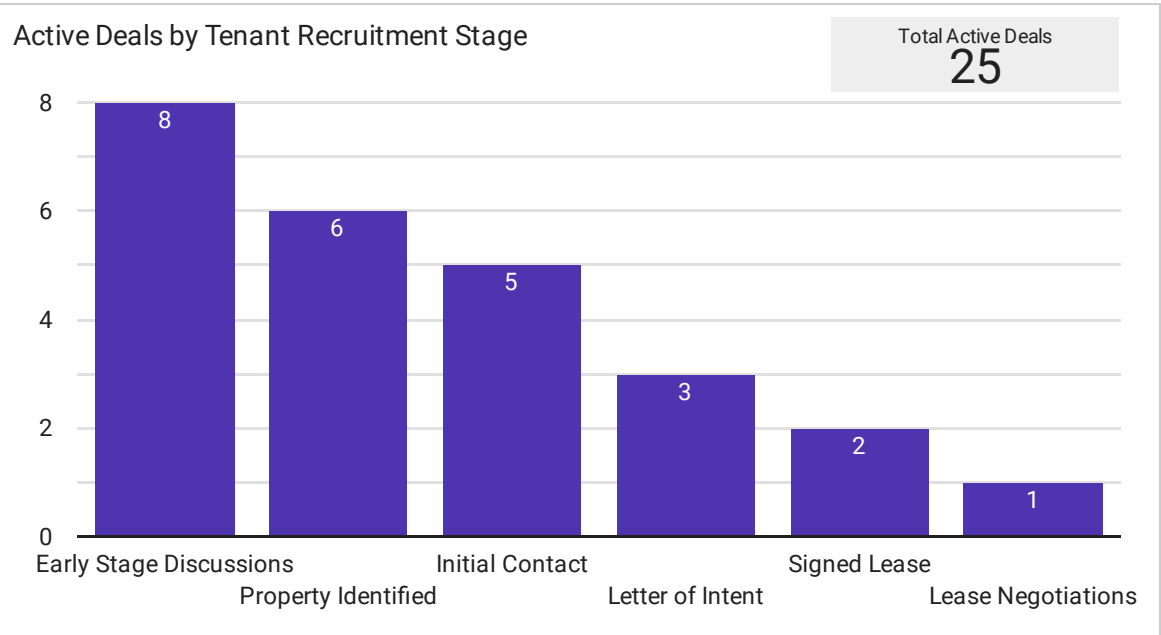
2020-21 Budget: \$160,000

Remaining balance after May vouchers: \$103,071

Birmingham Shopping District Tenant Recruitment Pipeline Report

Select Date Range:

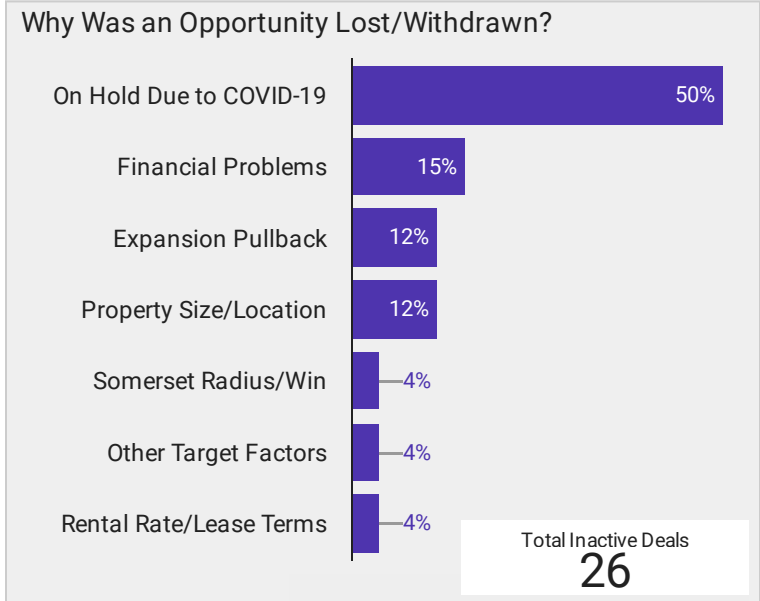
Jan 1, 2020 - Apr 30, 2021



Active Deals with Signed Letter of Intent

ID	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	Apr 20, 2021
2.	Apparel - Athletic	National	0-6 Months	<1,500	S Old Woodward	Letter of Intent	Apr 20, 2021
3.	Apparel - Unisex	National	0-6 Months	1,500-5,000	S. Old Woodward	Letter of Intent	Apr 20, 2021
4.	Housewares & Furnishings	National	12-24 Months	5,000-10,000	N 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	Woodward & Brown	Signed Lease	Feb 24, 2021

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SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

MAY 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
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
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

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

MAY 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
Sorrentia's Salon	588	Old Woodward, North	Salon	09/03/20	Opened
Woodward Standard Print House	282	Maple Road, West	Apparel	08/01/20	Opened
Seven Daughters	163	Maple Road, West	Coffee roaster	08/01/20	Opened
Urban Wick Candle Bar	172	Old Woodward, North	Specialty Retailer	07/23/20	Opened
VIGA USA	152	Old Woodward, North	Apparel - women	07/16/20	Opened
ABC Vintage	154	Maple Road, West	Apparel	05/01/20	Opened

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

March 2020

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE
PEABODY**	7,677	4,478	\$ 15,638.00	58%
PARK**	8,791	3,290	\$ 24,822.00	37%
CHESTER**	2,721	1,194	\$ 36,687.99	44%
WOODWARD*	7,046	7,046	\$ 60.00	100%
PIERCE**	10,270	4,051	\$ 37,240.00	39%
TOTALS	36,505	20,059	\$ 114,447.99	55%

March 2021

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE
PEABODY**	10,268	10,268	\$ -	100%
PARK**	6,987	6,987	\$ -	100%
CHESTER**	3,821	3,821	\$ -	100%
WOODWARD**	4,123	4,123	\$ -	100%
PIERCE**	13,401	13,401	\$ -	100%
TOTALS	38,600	38,600	\$ -	100%

****All Gates up
starting March 17,
20 for free parking.
February 2021 car
counts are based
passages from
loop reads only.**

BREAKDOWN:		
TOTAL CARS		+8%
FREE CARS		+92%
CASH REVENUE		-100%

MONTHLY PARKING PERMIT REPORT

For the month of: March 2021
Date Compiled: April 12, 2021

	Pierce	Park	Peabody	N.Old Wood	Chester	Lot #6/\$210	Lot #6/\$150	South Side	Lot B	35001 Woodward	Lot 12	Total
1. Total Spaces	706	811	437	745	880	174	79	8	40	40	150	4070
2. Daily Spaces	370	348	224	359	425	N/A	N/A	N/A	N/A	N/A	N/A	1726
3. Monthly Spaces	336	463	213	386	560	174	79	8	30	40	150	2439
4. Monthly Permits Authorized	676	845	486	881	1218	177	40	8	30	50	225	4636
5. Permits - end of previous month	648	666	435	841	1075	172	40	8	14	50	220	4169
6. Permits - end of month	650	688	436	844	1095	172	40	8	14	50	220	4217
7. Permits - available at end of month	26	157	50	37	123	5	0	0	16	0	5	419
8. Permits issued in month includes permits effective 1st of month	2	2	1	3	20	0	0	0	0	0	0	28
9. Permits given up in month	0	0	0	0	0	0	0	0	0	0	0	0
10. Net Change	2	2	1	3	20	0	0	0	0	0	0	28
11. On List - end of month* **On List-Unique Individuals	1138	821	1076	466	462	0	0	0	0	22	0	3985
												1735
12. Added to list in month	3	19	8	3	5	0	0	0	0	0	0	38
13. Withdrawn from list in month (w/o permit)	71	674	0	48	71	0	0	0	0	0	0	864
14. Average # of weeks on list for permits issued in month	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
15. Transient parker occupied	N/A***	N/A***	N/A***	N/A***	N/A***	N/A	N/A	N/A	N/A	N/A	N/A	0
16. Monthly parker occupied	N/A***	N/A***	N/A***	N/A***	N/A***	N/A	N/A	N/A	N/A	N/A	N/A	0
17. Total parker occupied	N/A***	N/A***	N/A***	N/A***	N/A***	N/A	N/A	N/A	N/A	N/A	N/A	0
18. Total spaces available at	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0
19. "All Day" parkers paying 5 hrs. or more												
A:Weekday average.	N/A*	N/A*	N/A*	N/A*	N/A*	N/A	N/A	N/A	N/A	N/A	N/A	0
B:Maximum day	N/A***	N/A***	N/A***	N/A***	N/A***	N/A	N/A	N/A	N/A	N/A	N/A	0
20. Utilization by long term parkers	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	#DIV/0!

391 Structure Permits Available
26 Hang Tags Available

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

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

* Average Maximum day not available currently in Skidata

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

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

Birmingham Principal Shopping District Board**Voucher List For:** 05/06/2021

Early Release Vendor	Description	Account	Amount
BRADLEY GALLI	SOCIAL MEDIA POSTS FOR RESTAURANT WEEK	MARKETING & ADVERTISING	558.05
BRENDAN MCGAUGHEY	REIMBURSEMENT FOR POP FOR DPS LUNCHEON	SPECIAL EVENTS	21.59
CC CONSULTING LLC	MONTHLY RETAINER FOR RETAIL CONSULTING MARCH	TENANT RECRUITMENT	2,183.33
COSTAR REALTY INFORMATION, INC	ONLINE RETAIL SERVICES	TENANT RECRUITMENT	680.00
DENNIS FARAC	PERFORMANCE AT BFM 5-30-21	SPECIAL EVENTS	125.00
DETROIT METRO	ANNUAL MEMBERSHIP	MEMBERSHIP & DUES	375.00
DOWNTOWN PUBLICATIONS INC	FARMERS MARKET ADV	MARKETING & ADVERTISING	328.00
ERIKA BASSETT	USE OF PERSONAL CELL PHONE	TELEPHONE	25.00
ISABEL WALLACE	PERFORMANCE AT BFM 5-9-21	SPECIAL EVENTS	150.00
JAIMI BROOK	REIMBURSEMNT FOR CHIPS FOR DPS LUNCHEON	SPECIAL EVENTS	33.98
JOHN C COOK	PHOTOGRAPHY MONTHLY RETAINER	MARKETING & ADVERTISING	200.00
JOHN HARTWIG	PERFORMANCE AT BFM 6-6-21	SPECIAL EVENTS	125.00
JOHN PETERS	PERFORMANCE AT BFM 5-2-21	SPECIAL EVENTS	250.00
MELINDA COMERFORD	USE OF PERSONAL CELL PHONE	TELEPHONE	25.00
MILES PARTNERSHIP LLLP	MONTHLY TOOLS AND LICENSING	WEB SITE MAINTENANCE	6,712.50
NATIONAL PEN	BAGS FOR FARMERS MARKET	SPECIAL EVENTS	1,053.45
OFFICE DEPOT INC	MISC OFFICE SUPPLIES	OPERATING SUPPLIES	65.63
OLIVIA VAN GOOR	PERFORMANCE AT BFM 5-16	SPECIAL EVENTS	150.00
ROBERT NORUM	PERFORMANCE AT BFM 5-23-21	SPECIAL EVENTS	150.00
SEEN MEDIA GROUP	SPRING VIDEO	PRINTING PSD MAGAZINE	12,000.00
WORRY FREE INC	HANGING BASKETS & DELIVERY PAY 1 OF 2	MAINTENANCE SHOPPING DIST	6,650.00
ZORO'S CHRISTMAS LIGHTS	9FT PRE LIT GARLAND FOR WINTER MARKT	SPECIAL EVENTS	5,400.00

Birmingham Principal Shopping District Board

Voucher List For: 05/06/2021

<u>Early Release Vendor</u>	<u>Description</u>	<u>Account</u>	<u>Amount</u>
		Total:	\$ 37,261.53
<u>Journal Entries</u>			
	Dog Waste Depot - dog waste bags		\$ 188.70
	ACT! - Contact management database		1,620.00
	DTE - Electricity at BFM		14.95
	Petty Cash -Thrifty Flowers - flowers for Spring video shoot		41.50
	Petty Cash - Fed Ex - sent Yiftee checks		78.05
	Total Journal Entries		\$ 1,943.20
	TOTAL VOUCHERS AND JOURNAL ENTRIES		\$ 39,204.73

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

Board Chair _____

Date _____

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		5	0	100%
Samy Eid	A	P	P	A									P		3	2	60%
Geoffrey Hockman	P	P	P	P									P		5	0	100%
Zachary Kay	P	P	P	P									P		5	0	100%
Jessica Lundberg	A	P	P	P									P		4	1	80%
Tom Markus	P	P	P	P									P		5	0	100%
Mike McKenzie	P	P	P	P									P		5	0	100%
Amy Pohlod	P	P	P	P									P		5	0	100%
Steve Quintal	A	P	P	P									P		4	1	80%
Bill Roberts	P	P	P	P									P		5	0	100%
Sam Surnow	A	P	A	P									P		3	2	60%
Member 12															0	0	#DIV/0!
Reserved															0	0	#DIV/0!
Doug Fehan				P									A		1	1	50%
Present or Available	7	11	10	10	0	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



The Shopping District

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

BSD COMMITTEES
MONTHLY MEETING SCHEDULE
MAY 2021

DUE TO COVID-19

<u>BSD BOARD</u>	<u>May 6, 2021 at 8:30 a.m. via Zoom meeting</u>
<u>MAINTENANCE/CAPITAL IMPROVEMENTS</u>	<u>May 10, 2021 at 8:30 a.m. via Zoom meeting</u>
<u>SPECIAL EVENTS</u>	<u>May 14, 2021 at 8:30 a.m. via Zoom meeting</u>
<u>MARKETING/ADVERTISING</u>	<u>May 20, 2021 at 8:30 a.m. via Zoom meeting</u>
<u>BUSINESS DEVELOPMENT</u>	<u>May 27, 2021 at 8:30 via Zoom meeting</u>
<u>EXECUTIVE</u>	<u>May 4, 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).