



**Birmingham Shopping District Agenda**  
**Thursday, February 2, 2023, 8:30 a.m.**

**The Community House**  
**380 South Bates Street, Birmingham, MI 48009**

**For your convenience, you may join via the following Zoom link:**  
**<https://bhamgov-org.zoom.us/j/86152078318>**  
**as long as technology is available at the meeting location.**

The City recommends members of the public wear a mask if they have been exposed to COVID-19 or have a respiratory illness. City staff, City Commission and all board and committee members must wear a mask if they have been exposed to COVID-19 or actively have a respiratory illness. The City continues to provide KN-95 respirators and triple layered masks for attendees.

**Call to order and Roll Call of Board**

1. Recognition of Visitors
2. Presentations – none
3. Approval of BSD Board Minutes – January 5, 2023
4. Finance Report Ending December 31, 2022
5. Approval of Vouchers – January 2023
6. New Business
  - a. Business Anniversary Recognition Program
  - b. 2023 Event Budgets
  - c. Payables Process for Credit Card Payments & Early Release of Contracted Expenses
7. Old Business
  - a. Big Night Out Follow Up Report
8. Reports:
  - a. Executive Director Report
  - b. Committee Reports:
    - i. Special Events – Astrein
    - ii. Marketing & Advertising – Kay
    - iii. Maintenance and Capital Improvements – Lipari
    - iv. Business Development – McKenzie
    - v. Executive Board – Pohlod
  - c. Parking Report – Astrein
  - d. Wayfinding Report – Nicholas Dupuis
9. Information
  - a. Announcements: Strategic Planning Meeting February 6 at 8:30 a.m.
  - b. Letters, Board Attendance & Monthly Meeting Schedule
10. Board Member Comments
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).



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## **AGENDA OVERVIEW for February 2, 2023**

**TO: BSD Board of Directors**  
**FROM: BSD Executive Director Cristina Sheppard-Decius, CMSM**

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### Minutes

Minutes from the January 5, 2023, BSD Board of Directors meeting are attached for your review and approval.

### Finance Reports

The financial reports for the period ending December 31, 2022, are attached for you to file and receive. Please note that we have adjusted the report slightly to include the previous budget year amended budget and actuals to compare against this fiscal year's budget and actuals. In the future we will also be eliminating the cash flow analysis which is repetitive and not necessary considering this is a municipal component unit fund, and any significant variances in cash flow are supported by the City.

### Approval of Payable Vouchers

Attached are the payable vouchers for your review and approval. Last month's payable vouchers list included payments to Sunbelt, but after receiving additional invoices from the vendor shortly thereafter the meeting, the Executive Director pulled payment in order to clarify a total payment in accordance with the contract.

### New Business

#### **Business Anniversary Recognition Program**

The Board previously approved a business anniversary recognition program in 2021 and the Business Development Committee has been reviewing potential modifications to the program in order to simplify the process and levels of gifts for easier management of program, and to increase the perceived "value" of gift tiers. The committee recommends only recognizing businesses with anniversaries at 5, 10, 25, 50 and 75-year anniversaries. The committee recognizes the importance of maintaining the five-year gift of the watercolor print and window sticker because according to the BLS, 45% of businesses fail within the first five years (20%



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fail in the first year). These changes will also help to reduce BSD resources slightly including staff time and funds to support this program. Staff has procured quotes for retaining the production of the watercolor prints and have been successful in negotiating a reduced cost of \$68 per print. The artist takes the photo and will deliver the prints. The committee also recommends purchasing frames and mats for the prints, as well as adding a specific anniversary date window decal for businesses and social media ad boosts.

#### Anniversary Recognition Levels

- 5 Year Anniversary: \$80 - Includes watercolor print framed & 5-year window sticker
- 10 Year Anniversary: \$105 - Includes watercolor print framed (if not previously provided), 10-year window sticker, and \$25 boosted social media ad/post
- 25 Year Anniversary: \$130 - Includes watercolor print framed (if not previously provided), 25-year window sticker, and \$50 boosted social media ad/post, board recognition, website, and press release.
- 50 Year Anniversary: \$180 - Includes watercolor print framed (if not previously provided), 50-year window sticker, boosted social media ad/post, board recognition, website, press release and Birmingham-centric gift basket.
- 75 Year Anniversary: \$230 - Includes watercolor print framed (if not previously provided), 75-year window sticker, and boosted social media ad/post, board recognition, website, press release and Birmingham-centric gift basket.

Average of 40-60 anniversaries per year. Average costs annually are:

- 5 year anniversaries – about 15-25/year - maximum \$2,000/year; average \$1,440/year
- 10 year anniversaries – about 15-25/year - maximum \$2,625; average \$1,890/year
- 25-75 year anniversaries – about 5/year - maximum \$800
- Approximate total cost per year - \$5,425 Maximum; \$4,130 Average

Some of the 2021 and 2022 anniversaries need to be delivered to businesses. Prints have already been made for 2021 and are in the process of being delivered, but 49 prints for 2022 still need to be produced and delivered. We are recommending following the guidelines starting with the 2022 businesses. There are 25 businesses now through the end of June that will need to be recognized within this fiscal year budget.

**Motion:** To approve the business anniversary program as presented and authorize up to \$8,250 for FYE2023, and up to \$5,500 annually thereafter from the Tenant Recruitment/Retention line item.



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### **Event Budgets**

Attached is the planned event budgets for 2023. This fiscal year, the Board adopted a \$200,000 budget, but based on expense trends from the previous year and being that we are currently at 86% of that budget for FYE2023, the budget is going to be closer to \$250,000 annually. The budgets were established by calculating the previous year's expenses. The only adjustments recommended by the committee is to add some marketing dollars to Spring Stroll and Art Walk, and some additional funds for Day on the Town for police enhancements. This budget does not allot for any additional events for 2023/24, and if the Board is interested in considering future event opportunities, it may be prudent to build in a small budget for something in next fiscal year's budget. There may be opportunities to reduce expenses for the farmers market and winter markt, but a deeper analysis of the expenditures is needed before affirming this. There is definitely opportunity to increase revenue in areas, but again, this is still in review.

As for this FYE2023, we will most likely need to move the budget around to cover this year's under budgeted amount. Staff will be working on developing more detailed event budgets per event to better understand FYE split costs since some of the event expenses are split between two budget years. Once those are established, the Board will be provided a closer projection for FYE2023. Final marketing budget for the calendar year will be provided next month after final review by the Marketing & Advertising Committee.

**Motion:** To approve the proposed event budget totaling \$252,500 for calendar year 2023 as presented.

### **Payables Process**

There is a need to streamline the payables process for the BSD based upon discussions with the Finance Director. Issues encountered include having some invoices that are not received upon within 30 days due to the timing of Board approvals and the credit card payment is due mid-month which sometimes has expenses that have not made it on the previous month's payables vouchers list approved by the Board due to timing of purchases. It is recommended that the Board authorize the Executive Director to approve an early release of payables for contracted services that have already been approved by the Board and any purchases on the credit card that need to be paid out prior to the Board meeting (mid-month). These items would still come to the Board for official approval each month and will be denoted as such, but it would help to expedite the process and assure timely payments are delivered. Below is a motion to authorize this payables process, which has been reviewed with the Finance Director and is in accordance with the City's Purchasing Policy.





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**Motion:** To authorize the Executive Director to process any necessary early release of payables for approved contracted services that are due prior to upcoming monthly Board meetings, any purchases on the BSD credit card that need to be paid prior to Board meetings (mid-month), and that the monthly payables voucher list denote the early release and credit card items.

### Old Business

It was requested by Director Fehan to invite Stuart Jeffares to this meeting to provide a recap of the success of the Big Night Out and discuss any potential plans for the 2023 event. Mr. Jeffares does plan to attend the Board meeting on Feb 2, 2023 .

### Executive Director Report

#### **Strategic Planning Meeting**

The Baldwin Public Library in the lower level is confirmed for February 6 from 8:30-11:30 a.m. Please make sure to take the survey by Thursday's Board meeting as noted in the email. Click this link to take the survey <https://forms.gle/6jMYD3yAiLh6b6K36>

#### **City Long Range Planning**

The City's Long-Range Planning session was held on January 21, 2023, and the attached presentation and memo was provided to the City Commission.

#### **Budget Planning**

I have submitted a preliminary BSD budget to the Finance Department, and a review of it will be held with the City Manager on February 10. The Board will be provided a draft budget to review and discuss in March with City Commission approval slated for May.

#### **Year in Review**

Please find attached the Year in Review for 2022 that has been sent to all property and business owners, along with the special assessment bill for 2023. The BSD had a successful year even with staffing changes, which the Board should be proud of and utilize these stats to help share the message of the BSD value.

#### **Merchant Meeting Recap**

The first merchant meeting of the year was held on January 18 at Faherty's. While attendance was low with only about 12 people attending, it did provide some great feedback on some of



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the needs of retailers as well as the success of the holidays. Most businesses stated that they had a very strong holiday season with a few being their strongest year yet, and some businesses stated that January has also started off strong compared to last year. Their programming feedback will be added to the Strategic Planning content you will receive at the meeting.

### **Committee Recruitment**

Please provide any recommendations for committee members. Each committee can use some new members. Business Development needs a local business representative and a commercial real estate professional. Marketing & Advertising could use another local business representative, as well as a marketing or advertising professional. The Special Events and Maintenance committees could potentially use some diversity of business/property owners within the district (ie: North Old Woodward, Triangle District, etc.)

### **Michigan Downtown Association Advocacy Day & Spring Workshop**

The MDA will be holding its Advocacy Day & Spring Workshop in Lansing on March 8 & 9. Registration is open, and again, I always encourage Board members and staff to attend. I will be attending, as I am the Chair of the MDA. This is a great opportunity to network with other downtowns across the state, as well as we set up an opportunity to meet with local legislators at on the Advocacy Day to remind them of the importance of downtowns, downtown management and resources needed to grow our communities. Please let me know if you are interested and available. The content can be found here:

[https://www.michigandowntowns.com/docs/MDA\\_Spring\\_Workshop\\_2023\\_press.pdf](https://www.michigandowntowns.com/docs/MDA_Spring_Workshop_2023_press.pdf) .

### **Website Hosting, Maintenance & Additional Updates**

The renewal of the website hosting and maintenance contract is due, and at the same time in discussing the renewal with Miles we are also exploring costs for some adjustments to the website in the events category and Google updates that are coming this year. Since the City adopted a new purchasing policy that only requires contracts over \$25,000 to come to the Board, this contract will not require coming to the Board. The current contract does not outline a contract renewal term, therefore, a new contract will need to be established. The website is an open source website (not proprietary), therefore, additional quotes are necessary. The annual maintenance and hosting estimated from Miles is \$13,240, and we are anticipating up to \$5,000 for the additional updates this year, but so far we have not received three quotes and will continue pursuing those.



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### **Summer Planters**

Unfortunately, Mosher declined renewing the contract at the existing pricing due to a rise in expenses. Upon review of the City Attorney and Executive Director, the renewal requires both parties to agree to the terms. Mosher has provided a new quote for this summer, and we have now reached out to other companies to gather at least two more quotes per purchasing guidelines. The previously approved annual cost was \$3233 (@ \$120/planter + \$330/month for maintenance) for the 16 planters. Since this new contract will be under the Purchasing Policy threshold of \$25,000, it will not come before the Board for approval.

### **Committee Updates**

#### **Special Events**

Special Event applications have been submitted to the City for Day on the Town, Movie Nights and Farmers Market. Dream Cruise will be submitted shortly, but we are planning to hold a pre-meeting with Department Heads and staff to discuss any logistical needs with Police, DPS and Fire. The committee reviewed the event budgets from this past year and put forth the recommendation in this packet. A brainstorming session with restaurants was held on January 24 at Hazel's to discuss restaurant week and other ideas for this year. Attached is the presentation and meeting recap from the meeting. Thank you to Director Beth Hussey for following up with many of the restaurateurs because the attendance was very strong and the feedback has helped to provide some key insights needed for the Special Event Committee to reimagine the event. The committee spent time discussing how to best structure the meeting and goals of restaurant week or other promotion prior to this brainstorming session. The committee also began discussion for Spring Stroll which is April 15.

#### **Marketing & Advertising**

There was not a quorum for this month's meeting. Staff has begun exploring other options or additions to the Birmingham Bucks program such as a district wide gift card and frequent shopper programs. The committee budget for the year has been drafted, and will come to the board for final approval in March. A holiday merchant survey was distributed, but at this point, we have not received 10 back. Staff is also working on finalizing a list of additional updates needed for the website to continue to improve the user experience, as well as renewing the hosting and maintenance contract.



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### **Maintenance & Capital Improvements**

The committee met on January 5 to walk the district and determine ways to reduce the number of lights. A summary of that list is attached. DPS will have a final estimate for the committee to review in February and then will bring a recommendation to the Board. The final count for hanging baskets needed for the district this summer is 226, which is only an additional 12 baskets. The contract with Worry Free was finalized for a total up to \$14,400 (up to \$1100 for the additional baskets). In conversation with the new DPS Director, the Merrill Street market lights unfortunately do not sound like they would be supported by City Commission due to previous conversations of banners or other features hanging over the roadway and the liability concerns. The committee reaffirmed some of its ideas for potential capital improvement and maintenance needs for 2023, including trees/shrubs for south of Landon, signage/wayfinding, alley lighting and art, and exploring what could be done to improve the Triangle District during the holidays and summer.

### **Business Development**

The committee did not have a quorum, but they have been in the process of updating the business mix analysis with the latest business openings and closings. Director McKenzie has also collected data on Somerset as a comparable, and the Executive Director has received further data from Oakland County regarding community comparables. The broker/property owner incentive program has been vetted with the City Attorney as to whether it is legal by law, and next steps is to flush out the outline of the program and draft application/guidelines. Still on the docket is to create a starting a business one-pager for entrepreneurs, surveying the community regarding product/business needs/desires, and developing a standard business welcome packet and recruitment materials. Co-star membership has been canceled, but we have the use of it until April so the Executive Director is meeting with them to discuss various ways to utilize the source while we have it. Also confirmed with Oakland County that they have their own Co-star membership that we can utilize in the future for free.

### **Executive Committee**

The Executive Committee continues to draft the bylaws for the BSD and will be vetting these through the City Attorney and Finance Director for various aspects of the bylaws. They also



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discussed the potential for a Board member to attend the National Main Street Conference in Boston in March 27-29. Registration is due Feb. 6.

City of Birmingham  
Birmingham Shopping District Meeting Minutes  
**Thursday, January 5, 2023 - 8:30 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, January 5, 2023, at 8:40 a.m. at The Community House.

**1. CALL TO ORDER AND ROLL CALL OF BOARD**

**PRESENT:** Astrein, Hussey, Kay, Lipari, Markus, McKenzie, Pohlod, Quintal, Roberts, Director Emeritus Fehan

**ABSENT:** Eid, Surnow

**ADMINISTRATION:** Brook, Sheppard-Decius

**ALSO PRESENT:** David Hohendorf

**2. RECOGNITION OF VISITORS**

**3. PRESENTATIONS - none**

**4. APPROVAL OF MINUTES**

**MOTION:** Motion by Astrein, seconded by McKenzie, to approve the minutes dated December 1, 2022.

**VOTE:** Yeas: Astrein, Hussey, Kay, Lipari, Markus, McKenzie, Pohlod, Quintal, Roberts,  
Nays: none  
Absent: Eid, Surnow

**5. FINANCE REPORT – SHEPPARD-DECIUS**

Sheppard-Decius reported that the BSD finances look healthy through the end of November. Bills for the annual assessment will be mailed later this month. The chair received and filed the finance report.

**6. APPROVAL OF VOUCHERS**

**MOTION:** Motion by Astrein, seconded by Quintal, to approve the vouchers, dated January 5, 2023.

**VOTE:** Yeas: Astrein, Hussey, Kay, Lipari, Markus, McKenzie, Pohlod, Quintal, Roberts,  
Nays: none  
Absent: Eid, Surnow

**7. NEW BUSINESS**

**a. Summer Floral Planters**

Pohlod explained that, we have the option to extend the contract for summer planters for one year. She added that the number of planters used last year decreased due to construction on S. Old Woodward and we can continue to use the lower number of planters. Most of the planters are in the triangle district.

**MOTION: Motion by Markus, seconded by Astrein, to extend the contract with Mosher for the third and final year of 2023 for planting and maintenance of the 16 summer planters in an amount not to exceed \$3,232.89, and authorize the BSD Executive Director to execute the contract addendum contingent upon the City Attorney's review.**

**VOTE: Yeas: Astrein, Hussey, Kay, Lipari, Markus, McKenzie, Pohlod, Quintal, Roberts,  
Nays: none  
Absent: Eid, Surnow**

#### **b. Hanging Baskets**

Pohlod explained that, we have the option to extend the contract for hanging baskets for one year. (2023). She also shared that, due to the new streetscape, S. Old Woodward will need more baskets. Sheppard-Decius added that she is still working to finalize the actual number of additional baskets needed. Therefore, the number in the recommended motion is a maximum number, not the final actual number needed.

Extra baskets would be added at the same rate as the current contract, but there would be additional fees for delivery and installation. DPS will purchase any additional hardware needed.

Pohlod suggested having the Maintenance and Capital Improvements Committee take a walk and look at the placement of the new light poles to see if they feel there should be two baskets hanging from each, or if one would be sufficient.

**MOTION: Motion by Quintal, seconded by Kay, to extend the contract with Worry Free for the third and final year of 2023 for planting, installation and monthly inspections and maintenance of the 214 hanging baskets in an amount not to exceed \$13,300, and authorize the BSD Executive Director to execute the contract addendum contingent upon City Attorney's review.**

**VOTE: Yeas: Astrein, Hussey, Kay, Lipari, Markus, McKenzie, Pohlod, Quintal, Roberts,  
Nays: none  
Absent: Eid, Surnow**

**MOTION: Motion by Astrein, seconded by Quintal, to authorize the planting, installation and monthly inspections and maintenance of an additional 54 baskets for South Old Woodward to be added to the contract extension with Worry Free for 2023, in an amount not to exceed \$3,200 including \$2700 for the flowers, \$500 for installation/maintenance.**

**VOTE: Yeas: Astrein, Hussey, Kay, Lipari, Markus, McKenzie, Pohlod, Quintal, Roberts,  
Nays: none  
Absent: Eid, Surnow**

#### **c. Retail Recruiters**

McKenzie reported that the BSD received two proposals in response to the RFP for a new Retail Recruiter. The Business Development Committee reviewed both submissions and does not feel that either one has the experience required by the BSD. The committee recommends not selecting either



proposal and possibly posting a new RFP. They are looking into options for a different format that may include incentives for brokers.

**MOTION: Motion by McKenzie, seconded by Markus, to reject all proposals received on or before September 28, 2022, for the Retail Recruiter RFP issued on August 8, 2022, via MITN by the BSD.**

**VOTE: Yeas: Astrein, Hussey, Kay, Lipari, Markus, McKenzie, Pohlod, Quintal, Roberts,  
Nays: none  
Absent: Eid, Surnow**

#### **d. Movie Night Date Change**

Brook explained that, when looking at the calendar, staff was concerned about how late in the season a proposed September 22 Movie Night would be. Since September 15 is Rosh Hashanah, the recommendation is to switch the September Movie Night to September 8.

**MOTION: Motion by Kay, seconded by Hussey, to approve changing the September Movie Night date to September 8, 2023.**

**VOTE: Yeas: Astrein, Hussey, Kay, Lipari, Markus, McKenzie, Pohlod, Quintal, Roberts,  
Nays: none  
Absent: Eid, Surnow**

### **8. Old Business**

Sheppard-Decius updated the board that the BSD withdrew the special event application for the Winter Wonderland event that had been discussed at a previous board meeting. She also pointed out that the new design from the Marketing and Advertising Committee for the light pole banners is included in the board packet, as well as the DPS' lighting and tree inventory maps.

Fehan asked Sheppard-Decius to reach out to Jeffares to ask him to attend an upcoming board meeting to give a recap of the Big Night Out event that the BSD sponsored.

Markus informed the board that other groups have been brainstorming event ideas that they would like to see in the City. He reminded everyone that putting on quality events takes much more than good ideas. They also require funding and staffing or volunteers.

Hoehendorf shared that he is involved with a group of merchants who are also working on ideas for new events. Roberts reminded the board that the BSD made a decision many years ago that they did not want to be in the event business. They want to work in many different ways to promote downtown businesses.

Kay suggested that anyone interested in helping to plan BSD events should attend Special Event Committee meetings and/or join the committee. Lipari agreed that we should all be working together.

### **6. REPORTS**

#### **a. EXECUTIVE DIRECTOR REPORT - SHEPPARD-DECIUS**

Sheppard-Decius reported that the Strategic Planning Meeting would be February 6, 2023, at the Baldwin Library from 8:30-11:30 a.m. She will distribute a survey prior to the meeting.

The City's long range planning meeting is for January 21. Sheppard-Decius will present to the group.

Sheppard-Decius added that Nicole Gerkey continues to help in the office, on a temporary basis. In addition to helping with events, Gerkey will be assisting with data collection and other clerical tasks.

**b. COMMITTEE REPORTS:**

**SPECIAL EVENTS - ASTREIN**

Astrein shared that the Restaurant Week brainstorming meeting will be on January 24 at 3 p.m. at Hazel's. We will be asking for input on the future of Birmingham Restaurant Week and/or another restaurant promotion. Hussey will help with contacting the restaurants to encourage attendance.

**MARKETING & ADVERTISING - KAY**

Kay reported that the committee discussed their budget at the last meeting. They decided that they do want to continue with a Spring Fashion photo shoot. They are interested in additional distribution.

The committee would also like to explore different gift card providers.

Fehan asked about the new drone footage that is used on the City's website. Sheppard-Decius shared that she is working with the City on options for additional uses and we will add a link on the BSD website sending visitors directly there.

**MAINTENANCE/CAPITAL IMPROVEMENTS - LIPARI**

Lipari shared that the committee will be walking through downtown to look at the lights and assess future placements while keeping the budget in mind. McKenzie added that he shared video of the downtown with co-workers in other countries and they were very impressed with the holiday lights. He reminded the board that we sometimes take the holiday decorations in Birmingham for granted.

**BUSINESS DEVELOPMENT - MCKENZIE**

McKenzie reported that the committee is looking into creating a hybrid approach to hiring a retail consultant. This might include giving incentives to commercial realtors for bringing in businesses in specific categories. The committee is checking with the City attorney to see what is allowed.

The business data analysis is nearing completion. They will add Somerset Collection as a benchmark property for comparisons.

**EXECUTIVE COMMITTEE REPORT - POHLOD**

Pohlod reported that the Executive Committee is continuing to work on creating by-laws. She shared that there may be changes to the format of the vouchers report in the future.

**c. PARKING REPORT - ASTREIN**

Astrein shared that has not been a meeting in two months. New equipment should be installed in the Chester Structure in January. The other structures will follow.

d. **WAYFINDING REPORT – FEHAN**

Fehan reported five companies were interviewed in response to an RFP for design and implementation of the wayfinding plan. A decision has been reached and the recommendation will be presented to City Commission. Fehan feels that the group is making good progress.

**7. UNFINISHED BUSINESS**

None

**9. INFORMATION**

a. **Retail Activity** – provided in packet

b. **Announcements** – no new announcements

c. **Letters, Board Attendance & Monthly Meeting Schedule** – provided in packet

**10. PUBLIC COMMENTS**

**11. ADJOURNMENT – 9:55 A.M.**

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

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Amy Pohlod, BSD Board Chair

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Date

Fund 235.0 PRINCIPAL SHOPPING DISTRICT

GL Number	Description	Balance
*** Assets ***		
235.0-000.000-005.0000	CASH AND INVESTMENTS	656,312.77
235.0-000.000-036.0000	MISCELLANEOUS	17,033.72
235.0-000.000-036.9999	ALLOWANCE FOR BAD DEBT - MISCELLAN	(1,613.72)
235.0-000.000-045.0900	A/R PSD 2022-2023 SAD	1,141,137.74
235.0-000.000-047.0887	PSD 2021-2022 DELQ SAD	7,714.80
<b>Total Assets</b>		<b>1,820,585.31</b>
*** Liabilities ***		
235.0-000.000-202.0000	ACCOUNTS PAYABLE	48,748.70
235.0-000.000-255.0001	GIFT CERTIFICATES	600.00
235.0-000.000-362.0300	DEFERRED INFLOWS - MISCELLANEOUS I	15,420.00
235.0-000.000-362.0700	DEFERRED INFLOWS - SPECIAL ASSESSM	1,141,137.74
235.0-000.000-362.0800	DEFERRED INFLOWS - DELQ SPECIAL AS	7,714.80
<b>Total Liabilities</b>		<b>1,213,621.24</b>
*** Fund Balance ***		
235.0-000.000-390.0000	RETAINED EARNINGS	1,007,060.73
<b>Total Fund Balance</b>		<b>1,007,060.73</b>
<b>Beginning Fund Balance</b>		<b>1,007,060.73</b>
<b>Net of Revenues VS Expenditures</b>		<b>(400,096.66)</b>
<b>Ending Fund Balance</b>		<b>606,964.07</b>
<b>Total Liabilities And Fund Balance</b>		<b>1,820,585.31</b>

PRINCIPAL SHOPPING DISTRICT  
CASH FLOW  
FOR THE MONTH OF DECEMBER 2022

	<u>DESCRIPTION</u>	<u>PROJECTED</u>	<u>ACTUAL</u>	<u>VARIANCE</u>
	BEGINNING CASH BALANCE	\$ 808,266	\$ 808,266	\$ -
	CASH RECEIPTS:			
	Special Assessments	1,000	18,155	17,155
	Interest Income	320	1,478	1,158
	Gift Certificates	-	-	-
	Advisory Parking Committee	-	-	-
	Special Event Revenue	<u>10,000</u>	<u>3,516</u>	<u>(6,484)</u>
	Sub-total cash receipts	11,320	23,149	11,829
	CASH DISBURSEMENTS:			
	OFFICE DISBURSEMENTS			
	PSD Personnel Costs	37,820	30,085	7,735
727.0000	Postage	400	-	400
729.0000	Supplies	280	163	117
801.0200	Legal	250	264	(14)
802.0100	Audit	110	-	110
811.0000	Other Contractual Service	-	100	(100)
933.0200	Equipment Maintenance	300	-	300
851.0000	Telephone	150	149	1
955.0100	Training	300	-	300
955.0300	Memberships & Dues	-	-	-
955.0400	Conferences & Workshops	250	-	250
942.0000	Computer Equipment Rental*	2,627	2,627	-
957.0400	Liability Insurance*	395	394	1
944.0000	Building Rent*	<u>1,000</u>	<u>1,000</u>	<u>-</u>
	Sub-total Office Disbursements	43,882	34,782	9,100
	PROGRAM DISBURSEMENTS			
	DPS Downtown Maintenance	23,120	14,909	8,211
	Promotion Personnel Costs	3,710	2,682	1,028
828.0300	Valet Services	7,500	-	7,500
829.0100	Snow Removal	7,000	21,400	(14,400)
935.0200	Maintenance PSD	6,500	1,642	4,858
901.0000	Printing & Publishing	-	-	-
901.0400	Marketing & Advertising	20,000	18,409	1,591
901.0500	Public Relations	1,000	-	1,000
903.0000	Tenant Recruitment	8,330	918	7,412
909.0000	Special Events	62,000	66,435	(4,435)
904.0000	PSD Magazine	-	-	-
829.0200	Web Site Maintenance	<u>2,210</u>	<u>1,107</u>	<u>1,103</u>
	Sub-total Program Disbursements	<u>141,370</u>	<u>127,502</u>	<u>13,868</u>
	Total Disbursements	185,252	162,284	22,968
	INCREASE (DECREASE) IN CASH BALANCE	<u>(173,932)</u>	<u>(139,135)</u>	<u>34,797</u>
	ENDING CASH BALANCE	<u>\$ 634,334</u>	<u>\$ 669,131</u>	<u>\$ 34,797</u>

PRINCIPAL SHOPPING DISTRICT  
ACTUAL CASH FLOW  
FOR THE SIX MONTHS ENDED DECEMBER 2022

	DESCRIPTION	PROJECTED	ACTUAL	VARIANCE
	BEGINNING CASH BALANCE	\$ 965,963	\$ 965,963	\$ -
	CASH RECEIPTS:			
	Special Assessments	14,830	122,216	107,386
	Interest Income	2,540	5,782	3,242
	Gift Certificates	-	-	-
	Advisory Parking Committee	25,000	-	(25,000)
	Special Event Revenue	<u>136,000</u>	<u>151,090</u>	<u>15,090</u>
	Sub-total cash receipts	178,370	279,088	100,718
	CASH DISBURSEMENTS:			
	OFFICE DISBURSEMENTS			
	PSD Personnel Costs	165,370	105,547	59,823
727.0000	Postage	1,600	-	1,600
729.0000	Supplies	1,820	461	1,359
801.0200	Legal	1,500	2,643	(1,143)
802.0100	Audit	710	690	20
811.0000	Other Contractual Service	-	6,640	(6,640)
933.0200	Equipment Maintenance	600	227	373
851.0000	Telephone	870	877	(7)
955.0100	Training	1,560	2,226	(666)
955.0300	Memberships & Dues	1,600	1,140	460
955.0400	Conferences & Workshops	400	600	(200)
942.0000	Computer Equipment Rental	15,762	15,762	-
957.0400	Liability Insurance	2,370	2,364	6
944.0000	Building Rent	<u>6,000</u>	<u>6,000</u>	<u>-</u>
	Sub-total Office Disbursements	200,162	145,177	54,985
	PROGRAM DISBURSEMENTS			
	DPS Downtown Maintenance	103,320	86,598	16,722
	Promotion Personnel Costs	16,020	11,422	4,598
828.0300	Valet Services	42,500	-	42,500
829.0100	Snow Removal	12,000	21,400	(9,400)
935.0200	Maintenance PSD	49,000	18,002	30,998
901.0000	Printing & Publishing	-	-	-
901.0400	Marketing & Advertising	100,000	86,496	13,504
901.0500	Public Relations	5,000	2,550	2,450
903.0000	Tenant Recruitment	49,980	9,410	40,570
909.0000	Special Events	145,000	157,354	(12,354)
904.0000	PSD Magazine	60,000	30,865	29,135
829.0200	Web Site Maintenance	<u>6,620</u>	<u>6,646</u>	<u>(26)</u>
	Sub-total Program Disbursements	<u>589,440</u>	<u>430,743</u>	<u>158,697</u>
	Total Disbursements	789,602	575,920	213,682
	INCREASE (DECREASE) IN CASH BALANCE	<u>(611,232)</u>	<u>(296,832)</u>	<u>314,400</u>
	ENDING CASH BALANCE	<u>\$ 354,731</u>	<u>\$ 669,131</u>	<u>\$ 314,400</u>

CITY OF BIRMINGHAM  
PRINCIPAL SHOPPING DISTRICT  
CASH FLOW ANALYSIS  
JULY 2022 TO JUNE 2023

DESCRIPTION	ACTUAL						PROJECTED						Total 22-23
	JULY 2022	AUGUST 2022	SEPTEMBER 2022	OCTOBER 2022	NOVEMBER 2022	DECEMBER 2022	JANUARY 2023	FEBRUARY 2023	MARCH 2023	APRIL 2023	MAY 2023	JUNE 2023	
BEGINNING CASH BALANCE	965,963	900,472	908,312	828,614	851,422	808,266	669,131	712,779	1,124,097	1,442,546	1,370,935	1,257,489	965,963
CASH RECEIPTS:													
2021 Assessment	19,314	74,462	2,815	-	7,470	-	1,000	1,000	-	-	7,210	-	113,271
2022 Assessment	-	-	-	-	-	18,155	165,000	505,160	407,170	-	-	-	1,095,485
Special Assessments	19,314	74,462	2,815	-	7,470	18,155	166,000	506,160	407,170	-	7,210	-	1,208,756
Interest Income	(76)	821	1,847	(64)	1,776	1,478	170	200	430	610	570	510	8,272
Advisory Parking Committee	-	-	-	-	-	-	-	-	-	-	-	-	-
Special Event Revenue	8,902	5,150	28,890	70,948	33,684	3,516	2,000	300	5,000	11,700	3,000	2,000	175,090
Sub-total cash receipts	28,140	80,433	33,552	70,884	42,930	23,149	168,170	506,660	412,600	12,310	10,780	2,510	1,392,118
CASH DISBURSEMENTS:													
OFFICE DISBURSEMENTS													
PSD Personnel Costs	14,317	15,552	15,037	15,376	15,180	30,085	25,510	25,510	25,510	25,510	25,510	37,830	270,927
727.00 Postage	-	-	-	-	-	-	-	-	-	400	400	600	1,400
729.00 Supplies	100	35	78	24	61	163	280	280	280	280	280	280	2,141
801.02 Legal	454	957	231	325	412	264	250	250	250	250	250	250	4,143
802.01 Audit	-	-	90	450	150	-	-	-	-	-	-	-	690
811.00 Other Contractual Service	2,360	1,180	1,180	1,180	640	100	-	-	-	-	-	2,000	8,640
933.02 Equipment Maintenance	-	-	-	227	-	-	-	-	300	-	-	300	827
851.00 Telephone	139	140	150	150	149	149	140	150	140	150	150	150	1,757
955.01 Training	-	100	-	-	2,126	-	240	240	240	240	240	240	3,666
955.03 Memberships & Dues	-	-	575	250	315	-	130	30	-	370	370	-	2,040
955.04 Conferences & Workshops	600	-	-	-	-	-	450	150	-	-	150	100	1,450
942.00 Computer Equipment Rental	2,627	2,627	2,627	2,627	2,627	2,627	2,627	2,627	2,626	2,626	2,626	2,626	31,520
957.04 Liability Insurance	394	394	394	394	394	394	395	395	395	395	390	390	4,724
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	21,991	21,985	21,362	22,003	23,054	34,782	31,022	30,632	30,741	31,221	31,366	45,766	345,925
PROGRAM DISBURSEMENTS													
DPS Downtown Maintenance	15,546	15,928	18,925	11,605	9,685	14,909	16,500	7,420	7,410	7,410	12,860	22,720	160,918
Promotion Personnel Costs	1,788	1,595	1,781	1,788	1,788	2,682	2,460	2,460	2,470	2,460	2,460	3,710	27,442
828.03 Valet Services	-	-	-	-	-	-	7,500	-	-	-	-	-	7,500
829.01 Snow Removal	-	-	-	-	-	21,400	14,000	14,000	14,000	5,000	-	-	68,400
935.02 Maintenance PSD	7,658	329	329	665	7,379	1,642	9,000	6,500	9,000	8,500	9,000	9,000	69,002
901.00 Printing & Publishing	-	-	-	-	-	-	2,500	-	-	-	-	-	2,500
901.04 Marketing & Advertising	20,511	16,828	21,651	4,919	4,178	18,409	20,000	25,000	20,000	20,000	20,000	20,000	211,496
901.05 Public Relations	2,000	-	-	550	-	-	1,000	1,000	-	1,000	1,000	1,000	7,550
903.00 Tenant Recruitment	-	5,514	-	1,862	1,116	918	8,330	8,330	8,330	8,330	8,330	8,370	59,430
909.00 Special Events	17,599	9,306	48,095	3,576	12,343	66,435	10,000	-	-	-	37,000	8,000	212,354
904.00 PSD Magazine	5,430	-	-	-	25,435	-	-	-	-	-	-	-	30,865
829.02 Web Site Maintenance	1,108	1,108	1,107	1,108	1,108	1,107	2,210	-	2,200	-	2,210	-	13,266
Sub-total Program Disbursements	71,640	50,608	91,888	26,073	63,032	127,502	93,500	64,710	63,410	52,700	92,860	72,800	870,723
Total Disbursements	93,631	72,593	113,250	48,076	86,086	162,284	124,522	95,342	94,151	83,921	124,226	118,566	1,216,648
INCREASE (DECREASE) IN CASH BALANCE	(65,491)	7,840	(79,698)	22,808	(43,156)	(139,135)	43,648	411,318	318,449	(71,611)	(113,446)	(116,056)	175,470
ENDING CASH BALANCE	900,472	908,312	828,614	851,422	808,266	669,131	712,779	1,124,097	1,442,546	1,370,935	1,257,489	1,141,433	1,141,433



REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 12/31/2022

GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	END BALANCE 06/30/2022	2022-23 AMENDED BUDGET	ACTIVITY FOR MONTH 12/31/22	YTD BALANCE 12/31/2022	% BDGT USED
Fund 235.0 - PRINCIPAL SHOPPING DISTRICT							
Revenues							
Dept 000.000							
USE OF FUND BALANCE							
235.0-000.000-400.0000	APPROP FUND BAL/RET EARN	74,560.00	0.00	173,135.00	0.00	0.00	0.00
USE OF FUND BALANCE		74,560.00	0.00	173,135.00	0.00	0.00	0.00
SPECIAL ASSESSMENTS							
235.0-000.000-451.0235	FUTURE SPECIAL ASSESSMENTS - PS	1,030,930.00	0.00	1,091,580.00	0.00	0.00	0.00
235.0-000.000-452.0885	PSD 2019-2020	24,040.00	0.00	0.00	0.00	0.00	0.00
235.0-000.000-452.0886	PSD 2020-2021	0.00	3,206.89	0.00	0.00	0.00	0.00
235.0-000.000-452.0887	PSD 2021-2022	0.00	1,057,027.09	9,790.00	0.00	9,235.52	94.34
235.0-000.000-452.0900	PSD 2022-2023	0.00	0.00	0.00	18,154.73	18,154.73	100.00
235.0-000.000-452.0901	PSD 2023-2024	0.00	0.00	0.00	0.00	0.00	0.00
235.0-000.000-452.0902	PSD 2024-2025	0.00	0.00	0.00	0.00	0.00	0.00
235.0-000.000-452.0903	PSD 2025-2026	0.00	0.00	0.00	0.00	0.00	0.00
235.0-000.000-474.0000	SPECIAL ASSESSMENT INTEREST	0.00	614.90	0.00	0.00	0.00	0.00
SPECIAL ASSESSMENTS		1,054,970.00	1,060,848.88	1,101,370.00	18,154.73	27,390.25	2.49
FEDERAL GRANTS							
235.0-000.000-528.0000	OTHER FEDERAL GRANTS	0.00	0.00	0.00	0.00	0.00	0.00
FEDERAL GRANTS		0.00	0.00	0.00	0.00	0.00	0.00
CHARGES FOR SERVICES							
235.0-000.000-640.5141	CHARGES TO AUTO PARKING SYSTEM	25,000.00	5,940.00	25,000.00	0.00	0.00	0.00
CHARGES FOR SERVICES		25,000.00	5,940.00	25,000.00	0.00	0.00	0.00
INTEREST AND RENT							
235.0-000.000-665.0001	INVESTMENT INCOME	(19,300.00)	(22,197.99)	5,310.00	1,478.64	5,782.08	108.89
INTEREST AND RENT		(19,300.00)	(22,197.99)	5,310.00	1,478.64	5,782.08	108.89
OTHER REVENUE							
235.0-000.000-674.0009	PROCEEDS FROM FUNDRAISING	0.00	0.00	0.00	0.00	0.00	0.00
235.0-000.000-676.0001	CONTR FROM PRIVATE SOURCE	100,000.00	205,917.00	160,000.00	3,950.00	155,370.00	97.11
235.0-000.000-677.0001	SUNDRY & MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00	0.00
OTHER REVENUE		100,000.00	205,917.00	160,000.00	3,950.00	155,370.00	97.11
Total Dept 000.000		1,235,230.00	1,250,507.89	1,464,815.00	23,583.37	188,542.33	12.87
TOTAL REVENUES		1,235,230.00	1,250,507.89	1,464,815.00	23,583.37	188,542.33	12.87
Expenditures							
Dept 175.000 - PUBLIC RELATIONS							
PERSONNEL SERVICES							
235.0-175.000-702.0001	SALARIES & WAGES DIRECT	21,490.00	21,504.74	22,460.00	2,515.56	10,351.55	46.09
235.0-175.000-702.0002	OVERTIME PAY	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-702.0003	LONGEVITY	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0000	LABOR BURDEN	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0001	FICA	1,650.00	1,354.83	1,720.00	158.91	653.82	38.01
235.0-175.000-711.0002	HOSPITALIZATION	4,710.00	0.00	4,950.00	0.00	0.00	0.00
235.0-175.000-711.0007	WORKER'S COMPENSATION	70.00	67.58	80.00	7.92	32.59	40.74

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 12/31/2022

GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	END BALANCE 06/30/2022	2022-23 AMENDED BUDGET	ACTIVITY FOR MONTH 12/31/22	YTD BALANCE 12/31/2022	% BDGT USED
Fund 235.0 - PRINCIPAL SHOPPING DISTRICT							
Expenditures							
235.0-175.000-711.0012	RETIREMENT DEFINED CONTRIBUTION	2,050.00	0.00	2,140.00	0.00	0.00	0.00
235.0-175.000-711.0013	RET HLTH SVGS CONTR EMPLR	690.00	0.00	690.00	0.00	0.00	0.00
PERSONNEL SERVICES		30,660.00	22,927.15	32,040.00	2,682.39	11,037.96	34.45
Total Dept 175.000 - PUBLIC RELATIONS							
		30,660.00	22,927.15	32,040.00	2,682.39	11,037.96	34.45
Dept 441.005 - DOWNTOWN MAINTENANCE							
PERSONNEL SERVICES							
235.0-441.005-702.0001	SALARIES & WAGES DIRECT	57,440.00	56,742.71	59,470.00	5,089.14	29,715.58	49.97
235.0-441.005-702.0002	OVERTIME PAY	27,770.00	23,558.31	31,050.00	2,464.64	12,245.23	39.44
235.0-441.005-702.0003	LONGEVITY	340.00	172.36	290.00	172.38	172.38	59.44
235.0-441.005-702.0004	HOLIDAY PAY	0.00	0.00	0.00	0.00	0.00	0.00
235.0-441.005-711.0000	LABOR BURDEN	0.00	0.00	0.00	0.00	0.00	0.00
235.0-441.005-711.0001	FICA	6,810.00	5,992.23	7,180.00	583.75	3,145.08	43.80
235.0-441.005-711.0002	HOSPITALIZATION	12,510.00	10,157.01	13,190.00	504.38	5,056.54	38.34
235.0-441.005-711.0003	LIFE INSURANCE	200.00	280.25	210.00	26.10	140.70	67.00
235.0-441.005-711.0004	RETIREE HEALTH CARE CONTRIBUTIO	8,840.00	7,475.64	8,900.00	670.42	3,747.51	42.11
235.0-441.005-711.0005	DENTAL/OPTICAL	660.00	703.06	690.00	71.41	377.84	54.76
235.0-441.005-711.0006	ST/LT DISABILITY INSURANCE	670.00	649.00	710.00	65.06	337.56	47.54
235.0-441.005-711.0007	WORKER'S COMPENSATION	1,640.00	1,377.79	1,720.00	120.18	839.37	48.80
235.0-441.005-711.0008	SICK TIME PAYOUT	0.00	0.00	0.00	0.00	0.00	0.00
235.0-441.005-711.0009	DEFERRED COMPENSATION	0.00	0.00	0.00	0.00	0.00	0.00
235.0-441.005-711.0010	RETIREMENT (DB) ER CNTB	9,610.00	9,243.00	7,390.00	590.50	3,543.00	47.94
235.0-441.005-711.0011	HRA CONTRIBUTIONS	100.00	0.00	100.00	0.00	0.00	0.00
235.0-441.005-711.0012	RETIREMENT DEFINED CONTRIBUTION	2,340.00	5,609.68	2,670.00	542.10	3,020.68	113.13
235.0-441.005-711.0013	RET HLTH SVGS CONTR EMPLR	1,040.00	1,707.26	1,070.00	158.55	880.19	82.26
PERSONNEL SERVICES		129,970.00	123,668.30	134,640.00	11,058.61	63,221.66	46.96
OTHER CHARGES							
235.0-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	43,000.00	41,993.27	43,000.00	3,842.66	20,985.34	48.80
OTHER CHARGES		43,000.00	41,993.27	43,000.00	3,842.66	20,985.34	48.80
Total Dept 441.005 - DOWNTOWN MAINTENANCE							
		172,970.00	165,661.57	177,640.00	14,901.27	84,207.00	47.40
Dept 720.000 - PRINCIPAL SHOPPING DISTRICT							
PERSONNEL SERVICES							
235.0-720.000-702.0001	SALARIES & WAGES DIRECT	209,220.00	217,613.63	245,130.00	24,676.63	81,639.93	33.30
235.0-720.000-702.0002	OVERTIME PAY	0.00	495.70	0.00	405.95	563.09	100.00
235.0-720.000-702.0003	LONGEVITY	0.00	0.00	0.00	0.00	0.00	0.00
235.0-720.000-711.0000	LABOR BURDEN	0.00	0.00	0.00	0.00	0.00	0.00
235.0-720.000-711.0001	FICA	18,530.00	16,411.56	18,760.00	1,890.94	6,175.82	32.92
235.0-720.000-711.0002	HOSPITALIZATION	37,340.00	23,873.91	39,210.00	1,324.29	7,011.96	17.88
235.0-720.000-711.0003	LIFE INSURANCE	950.00	863.54	950.00	36.97	41.68	4.39
235.0-720.000-711.0004	RETIREE HEALTH CARE CONTRIBUTIO	6,420.00	6,479.74	6,310.00	533.88	3,213.70	50.93
235.0-720.000-711.0005	DENTAL/OPTICAL	1,700.00	75.68	1,400.00	65.24	76.47	5.46
235.0-720.000-711.0006	ST/LT DISABILITY INSURANCE	1,020.00	690.43	840.00	39.14	45.86	5.46
235.0-720.000-711.0007	WORKER'S COMPENSATION	760.00	987.04	770.00	79.43	264.71	34.38
235.0-720.000-711.0008	SICK TIME PAYOUT	0.00	0.00	0.00	0.00	0.00	0.00
235.0-720.000-711.0010	RETIREMENT (DB) ER CNTB	8,140.00	8,139.96	6,750.00	561.42	3,368.52	49.90
235.0-720.000-711.0011	HRA CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 12/31/2022

GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	END BALANCE 06/30/2022	2022-23 AMENDED BUDGET	ACTIVITY FOR MONTH 12/31/22	YTD BALANCE 12/31/2022	% BDGT USED
Fund 235.0 - PRINCIPAL SHOPPING DISTRICT							
Expenditures							
235.0-720.000-711.0012	RETIREMENT DEFINED CONTRIBUTION	10,770.00	7,201.78	8,810.00	401.93	401.93	4.56
235.0-720.000-711.0013	RET HLTH SVGS CONTR EMPLR	1,820.00	1,659.00	1,820.00	70.00	70.00	3.85
PERSONNEL SERVICES		296,670.00	284,491.97	330,750.00	30,085.82	102,873.67	31.10
OTHER CHARGES							
235.0-720.000-801.0200	LEGAL SERVICES	3,000.00	5,552.00	3,000.00	99.00	1,331.75	44.39
235.0-720.000-802.0100	AUDIT	760.00	766.75	710.00	0.00	690.00	97.18
235.0-720.000-811.0000	OTHER CONTRACTUAL SERVICE	2,000.00	2,441.51	6,860.00	100.00	5,460.00	79.59
235.0-720.000-828.0300	PARKING VALET SERVICES	15,000.00	0.00	50,000.00	0.00	0.00	0.00
235.0-720.000-829.0100	SNOW REMOVAL CONTRACT	59,000.00	64,200.00	59,000.00	10,700.00	32,100.00	54.41
235.0-720.000-829.0200	WEB SITE MAINTENANCE	10,000.00	11,960.00	13,240.00	1,907.50	6,337.50	47.87
235.0-720.000-851.0000	TELEPHONE	1,750.00	1,625.41	1,750.00	149.40	737.81	42.16
235.0-720.000-881.0000	MARKETING & ADVERTISING	150,000.00	192,057.73	227,000.00	17,242.75	79,658.77	35.09
235.0-720.000-882.0000	PUBLIC RELATIONS	10,000.00	10,259.82	10,000.00	0.00	2,550.00	25.50
235.0-720.000-883.0000	TENANT RECRUITMENT	100,000.00	95,746.92	100,000.00	918.00	4,813.76	4.81
235.0-720.000-888.0000	SPECIAL EVENTS	200,000.00	189,974.05	200,000.00	26,174.54	169,204.46	84.60
235.0-720.000-901.0000	PRINTING & PUBLISHING	0.00	0.00	2,500.00	0.00	0.00	0.00
235.0-720.000-904.0000	PRINTING PSD MAGAZINE	60,000.00	43,110.00	60,000.00	0.00	25,435.03	42.39
235.0-720.000-933.0200	EQUIPMENT MAINTENANCE	1,200.00	1,039.44	1,200.00	0.00	226.52	18.88
235.0-720.000-935.0200	MAINTENANCE SHOPPING DIST	70,000.00	72,202.86	127,625.00	10,260.00	20,613.10	16.15
235.0-720.000-941.0000	EQUIPMENT RENTAL OR LEASE	0.00	0.00	0.00	0.00	0.00	0.00
235.0-720.000-942.0000	COMPUTER EQUIPMENT RENTAL	23,620.00	23,619.96	31,520.00	2,626.67	15,760.02	50.00
235.0-720.000-944.0000	BUILDING OR FACILITY RENT	12,000.00	12,000.00	12,000.00	1,000.00	6,000.00	50.00
235.0-720.000-957.0100	TRAINING	1,000.00	0.00	3,000.00	0.00	2,225.80	74.19
235.0-720.000-957.0300	MEMBERSHIPS AND DUES	1,600.00	3,079.95	2,500.00	130.00	1,270.00	50.80
235.0-720.000-957.0400	CONFERENCES & WORKSHOPS	3,000.00	1,176.11	1,250.00	0.00	600.00	48.00
235.0-720.000-960.0400	LIABILITY INSURANCE	4,500.00	4,500.00	4,730.00	394.17	2,365.02	50.00
235.0-720.000-962.0000	MISCELLANEOUS	0.00	12.52	0.00	0.00	0.00	0.00
OTHER CHARGES		728,430.00	735,325.03	917,885.00	71,702.03	377,379.54	41.11
SUPPLIES							
235.0-720.000-727.0000	POSTAGE	3,000.00	886.98	3,000.00	0.00	0.00	0.00
235.0-720.000-729.0000	OPERATING SUPPLIES	3,500.00	1,337.07	3,500.00	279.39	522.81	14.94
235.0-720.000-799.0000	EQUIPMENT UNDER \$5,000	0.00	0.00	0.00	0.00	0.00	0.00
SUPPLIES		6,500.00	2,224.05	6,500.00	279.39	522.81	8.04
CAPITAL OUTLAY							
235.0-720.000-972.0000	FURNITURE	0.00	0.00	0.00	0.00	0.00	0.00
CAPITAL OUTLAY		0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 720.000 - PRINCIPAL SHOPPING DISTRICT		1,031,600.00	1,022,041.05	1,255,135.00	102,067.24	480,776.02	38.30
TOTAL EXPENDITURES		1,235,230.00	1,210,629.77	1,464,815.00	119,650.90	576,020.98	39.32
Fund 235.0 - PRINCIPAL SHOPPING DISTRICT:							
TOTAL REVENUES		1,235,230.00	1,250,507.89	1,464,815.00	23,583.37	188,542.33	12.87
TOTAL EXPENDITURES		1,235,230.00	1,210,629.77	1,464,815.00	119,650.90	576,020.98	39.32
NET OF REVENUES & EXPENDITURES		0.00	39,878.12	0.00	(96,067.53)	(387,478.65)	100.00

REVENUE AND EXPENDITURE REPORT  
PERIOD ENDING 12/31/2022

GL NUMBER	DESCRIPTION	2021-22	END BALANCE	2022-23	ACTIVITY FOR	YTD BALANCE	% BDGT
		AMENDED BUDGET	06/30/2022	AMENDED BUDGET	MONTH 12/31/22	12/31/2022	USED

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# Birmingham Principal Shopping District Board

Voucher List For: 02/02/2023

Early Release	Vendor	Description	Account	Amount
	ALLEGRA MARKETING, PRINT, MAIL	PRINT 2022 YEAR IN REVIEW	TENANT RECRUITMENT	439.66
	ART/DESIGN GROUP LTD	ARTWORK FOR KIOSK SIGNS	MARKETING & ADVERTISING	418.25
	AUDACY OPERATIONS, INC.	SOCIAL MEDIA HOLIDAYS	MARKETING & ADVERTISING	3,225.00
	BEVERLY HILLS LIONS CLUB	PORTION OF SANTA HOUSE DONATIONS	CONTRIBUTIONS TO NON-PROFITS ORGANIZATIO	457.82
	BIRMINGHAM EDUCATION FOUNDATION	PORTION OF SANTA HOUSE DONATIONS	CONTRIBUTIONS TO NON-PROFITS ORGANIZATIO	915.64
	COSTAR REALTY INFORMATION, INC	MONTHLY ONLINE RETAIL SERVICES	TENANT RECRUITMENT	918.00
	CRAIN COMMUNICATIONS, INC	ANNUAL SUBSCRIPTION THROUGH 1/23	MEMBERSHIPS AND DUES	169.00
	IHEART MEDIA	ADVERTISING HOLIDAYS	MARKETING & ADVERTISING	4,299.45
	JAIMI BROOK	THANK YOU GIFT FOR SHAIN PARK REALTY	SPECIAL EVENTS	13.04
	LIGHTHOUSE MI	PORTION OF SANTA HOUSE DONATIONS	CONTRIBUTIONS TO NON-PROFITS ORGANIZATIO	457.82
	MICAH 6 COMMUNITY	PORTION OF SANTA HOUSE DONATIONS	CONTRIBUTIONS TO NON-PROFITS ORGANIZATIO	686.73
	MICHIGAN RADIO NPR	ADVERTISING - HOLIDAYS	MARKETING & ADVERTISING	600.00
	MIFMA	FARMERS MARKET MANAGER TRAINING - NICOLE	TRAINING	350.00
	MILES PARTNERSHIP LLLP	WEBSITE MAINTENANCE MONTHLY	WEB SITE MAINTENANCE	1,107.50
	NICK'S MAINTENANCE SERVICE	SNOW CLEARING SERVICES FEBRUARY	SNOW REMOVAL CONTRACT	10,700.00
	SP+ CORPORATION	MONTHLY EMPLOYEE PARKING	OTHER CONTRACTUAL SERVICE	100.00
	THE GREAT DECORATE	PORTION OF SANTA HOUSE DONATIONS	CONTRIBUTIONS TO NON-PROFITS ORGANIZATIO	1,144.55
	WDIV/TV4	ADVERTISING - HOLIDAYS	MARKETING & ADVERTISING	4,020.14
	WXYZ/TV 7	HOLIDAY ADVERTISING	MARKETING & ADVERTISING	2,047.05
*	META	SOCIAL MEDIA BOOSTING	MARKETING & ADVERTISING	200.47
*	SIGNUP GENIUS	SANTA VISIT SIGN UP	PUBLIC RELATIONS	29.99

**Birmingham Principal Shopping District Board****Voucher List For:** 02/02/2023

Early Release Vendor	Description	Account	Amount
		<b>Total:</b>	<b>\$ 32,300.11</b>
Journal Entries			
	Verizon - Cristina, Erika and Jaimi cell phones		\$ 149.25
	Dog Waste Depot - paw pal bags		407.95
	City of Birmingham - Winter Markt FINAL costs		(3,281.44)
	Total Journal Entries		\$ (2,724.24)
	TOTAL VOUCHERS AND JOURNAL ENTRIES		\$ 29,575.87
			=====

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

**Board Chair**\_\_\_\_\_ **Date** \_\_\_\_\_



## ANNIVERSARY GIFTS RECOMMENDATION 2023

### Primary Goals

- Simplify the process and levels of gifts for easier management of program
- Increase the perceived "value" of gift tiers

It's important to maintain the 5 year gift of the watercolor print and window sticker. According to the BLS, 45% of businesses fail within the first five years (20% fail in the first year). Recognition at the five-year milestone is important.

Simplifying and only recognizing 5, 10, 25, 50, 75 anniversaries to reduce BSD resources -- time and money -- allocated to the program is recommended.

### Anniversary Recognition Levels

**5 Year Anniversary: \$100** (this price will be reduced based upon quotes received for prints)

- Includes watercolor print framed & 5-year window sticker

**10 Year Anniversary: \$125** (this price will be reduced based upon quotes received for prints)

- Includes watercolor print framed (if not previously provided), 10-year window sticker, and \$25 boosted social media ad/post

**25 Year Anniversary: \$150** (this price will be reduced based upon quotes received for prints)

- Includes watercolor print framed (if not previously provided), 25-year window sticker, and \$50 boosted social media ad/post, board recognition, website, and press release.

**50 Year Anniversary: \$200** (this price will be reduced based upon quotes received for prints)

- Includes watercolor print framed (if not previously provided), 50-year window sticker, boosted social media ad/post, board recognition, website, press release and Birmingham-centric gift basket.

**75 Year Anniversary: \$250** (this price will be reduced based upon quotes received for prints)



- Includes watercolor print framed (if not previously provided), 75-year window sticker, and boosted social media ad/post, board recognition, website, press release and Birmingham-centric gift basket.

## Annual Breakdown

### AVERAGE OF 40-60 ANNIVERSARIES PER YEAR

\*Numbers show below are based on the average of the range provided\*

#### 5 YEAR ANNIVERSARIES – ABOUT 15-25/YEAR

- COST: Maximum \$2,000/year    Average \$1,440/year

#### 10 YEAR ANNIVERSARIES – ABOUT 15-25/YEAR

- COST: Maximum \$2,625                      Average \$1,890/year

#### 25-75 YEAR ANNIVERSARIES – ABOUT 5/YEAR

- COST: Maximum \$800

**APPROXIMATE TOTAL COST PER YEAR: \$5,425 Maximum              \$4,130 Average**

FYE2022 EVENT EXPENSES & CALENDAR YEAR 2023 PROPOSED EVENT BUDGETS										
				These Costs are Within the Event Expenses						
Event	2022 Event Expenses	2022 Marketing Expenses	2022 Marketing Budget	DPS Expenses	Police/Other City Expenses	Total Expenses		2023 Event Budget	2023 Marketing Budget	2023 Event Sponsor Goal
Farmers Market	\$39,248.37	\$13,049.70	\$20,000.00	\$6,199.00	\$672.78	\$72,298.07	\$12,475.00	\$40,000.00	\$15,000.00	\$15,000.00
Dream Cruise	\$44,805.00	\$456.25	\$0.00	\$11,654.00	\$12,083.85	\$45,261.25	\$60,000.00	\$45,000.00	\$500.00	\$65,000.00
Day on the Town	\$12,990.87	\$14,178.61	\$20,000.00	\$3,333.00	\$1,646.11	\$47,169.48		\$15,000.00	\$15,000.00	\$5,000.00
Spring Stroll	\$1,450.95		\$0.00			\$1,450.95	\$1,500.00	\$1,500.00	\$1,000.00	\$2,000.00
Movie Nights	\$19,596.65	\$3,834.90	\$2,900.00	\$3,500.00	\$1,841.00	\$26,331.55	\$14,463.00	\$20,000.00	\$4,000.00	\$18,000.00
Restaurant Week	\$0.00	\$14,532.35	\$15,000.00			\$29,532.35	\$5,000.00		\$15,000.00	\$10,000.00
Winter Markt	\$89,286.66	\$3,422.68	included in Holiday promotio	\$9,304.00	\$915.00	\$92,709.34	\$27,088.00	\$90,000.00	\$4,000.00	\$30,000.00
Small Business Saturday	\$0.00	\$1,385.00	included in Holiday promotions			\$1,385.00			\$1,500.00	
Holiday Promotions	\$38,630.44	\$41,631.34	\$45,576.00	\$8,500.00	\$165.00	\$125,837.78	\$1,100.00	\$39,000.00	\$44,500.00	\$5,000.00
Art Walk	\$1,549.14		\$0.00			\$1,549.14		\$2,000.00	\$1,000.00	\$1,000.00
<b>TOTAL</b>	<b>\$247,558.08</b>	<b>\$92,490.83</b>	<b>\$103,476.00</b>	<b>\$42,490.00</b>	<b>\$17,323.74</b>	<b>\$443,524.91</b>	<b>\$121,626.00</b>	<b>\$252,500.00</b>	<b>\$101,500.00</b>	<b>\$151,000.00</b>
FYE2023 Budget	\$200,000.00	\$227,000.00								



The Birmingham Shopping District agreed to sponsor the Big Night Out by issuing \$25 Birmingham Bucks e-gift cards for each ticket that was purchased.

There were a total of 170 Birmingham Buck's issued, totaling \$4,462.50 (including fees) and 55% were redeemed.



## *A message from the* **Executive Director**

This past year has been a year of changes and growth in Downtown Birmingham. From the changing landscape with the advent of future developments to the extension of streetscape continuity, new brand marketing, and new faces around town. One of the newest faces is my own, bringing forth years of downtown management experience, as well as fresh perspectives and best practices. I am honored to be able to lead the Birmingham Shopping District (BSD) along with a dedicated and engaged Board of Directors, volunteers and staff.

Downtown Birmingham continues to be a sought after community, and the statistics and stories below show why. Key economic indicators show that this momentum will continue in 2023. Since 1993, the BSD has been helping to make downtown a stellar standout in Michigan with its advertising, marketing, events, capital improvements, maintenance, beautification and business development programs. We will continue to provide superior service and support for our businesses and property owners, while elevating the sense of community and place for our residents and visitors alike this year.

## Quick Statistics

### BUSINESS DEVELOPMENT



**+17 NEW BUSINESSES**  
AND 6 MORE IN EARLY 2023!



### SHOPPING, DINING & EVENTS



### MARKETING & ADVERTISING



### DISTRICT MAINTENANCE



# Welcome New Businesses

- @properties
- Brilliant Earth
- Circa Lighting
- Cosmo Salon Studios
- EM
- Faherty
- Majda Diamond Vault
- O2PT
- Paris Baguette
- Swift Home Loans
- sweetgreen
- Rotate Boutique
- The Apap Realty Group
- O2PT
- Serena & Lily
- Waymaker Salon
- Zahra
- Zana



## District Highlights

### CAPITAL IMPROVEMENT AND ECONOMIC DEVELOPMENT PROJECTS

Signs, signs, everywhere are signs. Signs of exciting things happening in Downtown Birmingham. In the Fall of 2022, the City of Birmingham completed the South Old Woodward Reconstruction project building upon the walkable continuity of the community showcasing why it is ranked as the “5th Most Successful Walkable Suburb” by the Wall Street Journal. While construction impacted local businesses in the short-term, the long-term gain will be realized very quickly. This third phase of downtown infrastructure improvements addressed aging infrastructure from Brown Street to Landon Street replacing existing water mains and sewer lines, and enhancing the aesthetics and functionality.

A number of new developments are underway, including five mixed-use developments with commercial, office and housing ranging from four-to-six stories. Downtown Birmingham is also attracting national retailers with the much anticipated opening of CB2 at the corner of Maple and Old Woodward in the first quarter of 2023. RH Gallery is setting up shop temporarily in the old post office building in the first quarter of 2023 while they are under construction on their new four-story, almost 50,000 sq.ft. development on South Old Woodward, tentatively planned to open in 2024.

*Recognized as* **"TOP 10 SIX-FIGURE TOWNS IN AMERICA"**  
by CNN Money Magazine

### 2023 EVENT CALENDAR

- April 15 – Spring Stroll
- May 7 – 21st Annual Opening Day - Farmers Market
- May 7- October 29 - Every Sunday - Farmers Market
- June 9 – Movie Night
- June 25 – Super Farmer Day – Farmers Market
- July 14 – Movie Night
- July 29 – Day on the Town
- August 6 – Corn Festival – Farmers Market
- August 11 – Movie Night
- August 19 – Birmingham Cruise Event
- September 8 – Movie Night
- September 10 – Harvest Festival – Farmers Market
- October 12 – Art Walk
- October 29 – End of Season Celebration – Farmers Market
- November 25 – Small Business Saturday
- November 25 – Santa Walk – Santa House opens & Carriage Rides
- December 1 – Holiday Tree Lighting
- December 1 – 3 – Winter Markt
- December Weekends – Santa House & Carriage Rides





## MEMORANDUM

**DATE:** January 6, 2023  
**TO:** Thomas M. Markus, City Manager  
**FROM:** Cristina Sheppard-Decius, CMSM, BSD Executive Director  
**SUBJECT:** 2023 BSD Long Range Plan

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The Birmingham Shopping District has had a year of internal transitions, yet great successes showing the continued strength of Downtown Birmingham's economy. Some of those successes include the opening of 16 new businesses and five more on the way, the future additions of key national anchors (Restoration Hardware and CB2) and retaining a high main floor occupancy rate of 96%. The BSD is also responsible for snow removal along sidewalks in the district, maintaining 230 flower planters and baskets, hosting 59 event days, reaching over 13 million in media impressions, 120,392 website unique viewers and attracting over 3.2 million visitors/consumers annually.

With myself being new and only onboard a short time, one of the first things planned is holding a strategic planning meeting for the Board, looking at a three-to-five-year plan. The BSD will be holding its strategic planning meeting on February 6 from 8:30 -11:30 a.m. at the Baldwin Public Library. Since the Board will not have met prior to the City's long-range planning meeting, the following long-range planning content and presentation is based upon initial research, conversations and SWOT assessment. A more formal plan will be prepared and approved by the Board in March.

In reviewing some of the previous BSD long-range planning documents and taking in account some of the current statistics and observations, there are still several relevant economic factors at play as well as some new observations. Economic factors considered include physical, social, political and environmental. Below is a quick list of the strengths of the BSD and notable market changes, as well as challenges or needs to consider when developing the long-range plan:



<b>Economic Factor</b>	<b>Strengths/Market Changes</b>	<b>Challenges/Needs</b>
National Retailers	National retailers bring strength and sustainability to the district by increasing the trade area and regional draw.	National retailers can weaken the unique character of a community. Repositioning marketing initiative to attract regional tourism is needed and it could be challenging to engage national retailers in local marketing initiatives.
High Occupancy Rates	High occupancy rates increase overall sales for the district, increases safety and showcases a strong economy. Shift towards retention grows.	High occupancy rates sometimes can create a stagnant environment and lack excitement of what's new to come, as well as increase rental rates of remaining vacancies.
Office Sector	Birmingham still has a strong upper floor office sector. Occupancy is at 88% (better than the national average of 84%) and there is room for growth.	The pandemic has shifted office user habits causing an impact on daytime business and services.
SOW Construction	Construction is complete and roadway/access is now open after a year-long construction process. Walkability is greatly improved, as is continuity of amenities. Opportunity to showcase new businesses in the area, and reacquaint consumers with those who've been there.	Modifications to the roadway will temporarily cause frustration with the changes as consumers and businesses adjust to the new traffic flow. Providing for BSD services like snow removal, holiday lighting and floral installations will increase and will require the BSD to balance services across the district.





# BIRMINGHAM

SHOPPING DISTRICT

Downtown Brand Distinction	Both the City and BSD have launched a new brand ID and the basic visual elements of it that are consistent between the two.	Further brand development is needed for developing the persona and voice of the BSD, as well as building out all the marketing materials moving forward.
Old Guard/New Guard	Historical and institutional knowledge is a good thing, but so are fresh perspectives and open minds.	While this is an issue in every community, it doesn't need to be a stalling point. Utilize that historical knowledge to your benefit, while being open to market shifts, fresh ideas, new players and energy are sometimes all that is needed.
Outdoor Recreation Tourism & Commerce	One of the largest growing segments during the pandemic and continues.	Leverage and connect the natural landscape, assets and trails to grow tourism, shopping and dining.
E-Commerce	Steadily grows each year. Holiday online sales nationally was 21.6%, which is a 25% increase from just three years ago.	1/3 of small businesses don't offer e-commerce. Typically entrepreneurs lack the capacity to maintain a strong online presence and compete with national and regional retailers. Providing training, tools and collaborations to get more local entrepreneurs online is needed, while continuing to emphasize the in-store customer experience as a USP.
Competition	Birmingham offers retail like no other downtown in the region,	Somerset, Downtown Detroit, Rochester, Royal



# BIRMINGHAM

## SHOPPING DISTRICT

	and quite frankly, the state. It's centrally located in Oakland County and is often cited as the place other downtowns look up to. It also provides hotel accommodations for travelers for tourism opportunities similar to that of other destination-driven communities like Ann Arbor, Grand Rapids, Traverse City, Petoskey.	Oak/Ferndale, Northville/Plymouth are all fierce competitors for some of the same audiences. They have continued to grow and excel in certain markets that perhaps Birmingham could tap. Continue to refine the retail and restaurant diversification mix. Create events and promotions that quintessentially Birmingham.
Market Audience & Frequency	Affluent, in-style, tech savvy and connected consumers that seek variety.	They love healthy foods, physical activity, home décor, arts and entertainment, wine and coffee, personal care, SUVs and extensive travel. Promotion of the BSD niche retailers and restaurants is needed. Continue to grow BSD online advertising and connectivity to support brand awareness and foot traffic.
Volunteer Organization	Strong core base of volunteers that are dedicated to the BSD.	Expand the net to include a diverse representation throughout the district and community and grow the next-gen of volunteers. More hands make light work.
Inflation	Rising costs of products and workforce have definitely had a	The recent renewal of the BSD assessment helps the BSD maintain services, but



	toll on local businesses and the organization.	reassessing all areas to retain the high quality will be needed. Business hours and product availability will continue to fluctuate, and the BSD must remain flexible as the economy changes.
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Reviewing these initial findings and recommendations, the growth strategy is a four-prong approach. To achieve these goals, there are a multitude of tactics to deploy, which the BSD will brainstorm further and prioritize the following at their upcoming strategic planning meeting.

#### **Increase Frequency of Visits**

- Grow brand loyalty of the district and businesses
- Increase local business awareness of new businesses and long-time favorites
- Meet market/product consumer demands to capture sales leakage
- Make it easy and engaging for consumers– from getting here to patronizing businesses
- Create and support community collaborations to build repeat customers and connections with neighborhoods
- Distinguish the downtown brand voice and persona that quintessentially Birmingham

#### **Grow BSD Perceived and Real Value**

- Celebrate successes downtown locally, regionally, and nationally
- Showcase organizational and district stats and return on investment
- Support business growth with resources, tools and trainings
- Engage more businesses and community members in process
- Deepen the bench of volunteers and reach all corners of the district and community

#### **Expand Regional Attraction & Extend Stays**

- Standout in the crowd amongst other downtowns with signature events, promotions and retail mix
- Promote day trip destination plans regionally and targeted communities



- Connect assets like trails, art, architecture and entertainment interwoven with shops and dining for local tourism
- Market niche and comparison-shopping categories, ie: home, wedding, culinary foods

#### **Sustain Services & Appeal**

- Retention of key assets and attractions
- Maintain and enhance visual appeal to draw people through the district and keep them here
- Organizational and financial refinement and balance to continue to provide existing resources while expanding and diversifying as market changes

We encourage property owners, businesses, public officials, city departments and residents to provide input and ideas. The BSD will combine it with statistics, marketing know-how and downtown best practices to help finalize the BSD goals and strategy for the years to come. We will evaluate and reassess the needs of the community annually in order to make Downtown Birmingham shine brighter each year.

The BSD looks forward to a prosperous year while facing national trends head on.

# Long-Range Economic Growth Plan

2023-2028

Presented by:

Cristina Sheppard-Decius,  
CMSM, BSD Executive Director

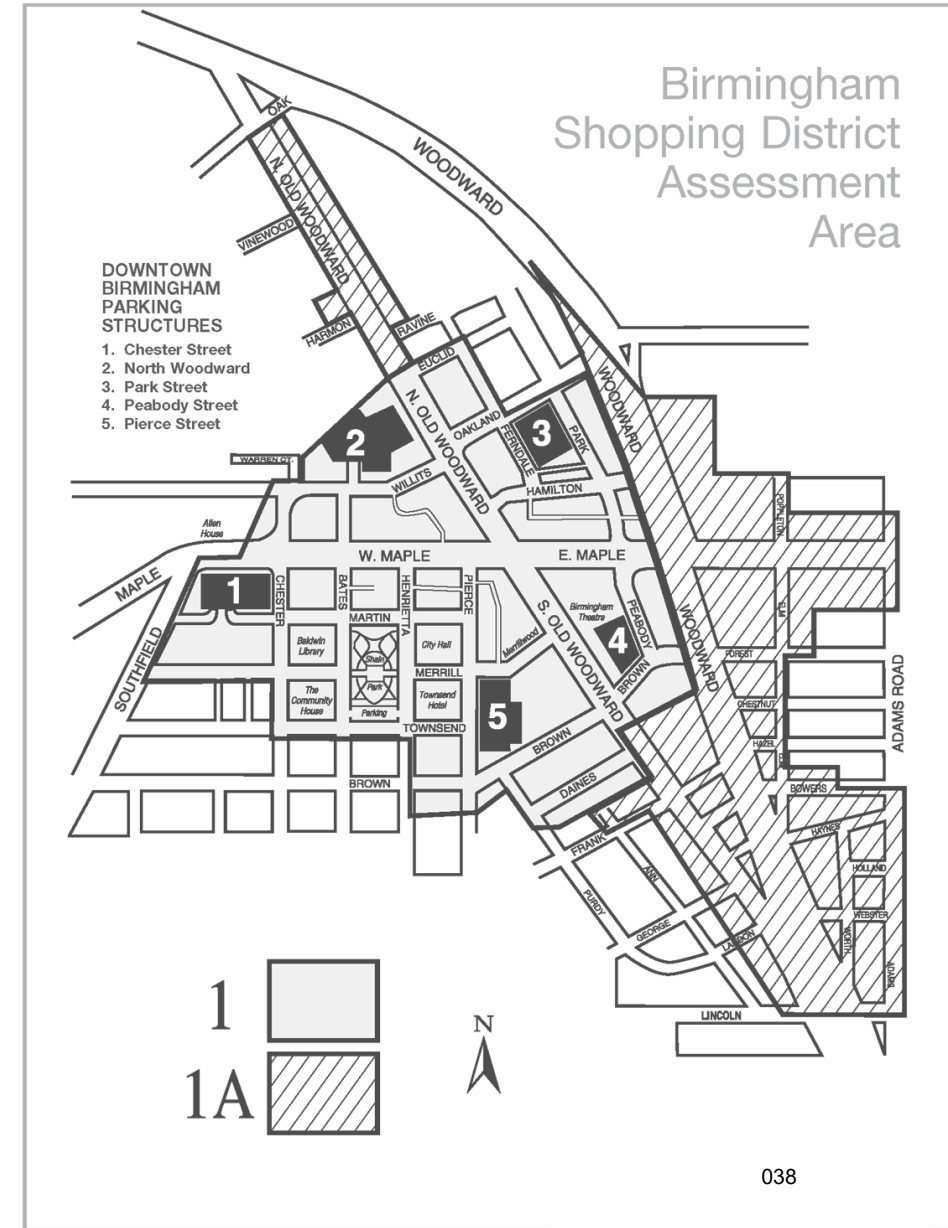
Date: January 6, 2023





# BSD Overview

- The Birmingham Shopping District (BSD) was established in 1992, under Public Act 126.
- Focused on economic development, business recruitment and retention, marketing and promotion of the district, and maintaining and enhancing the downtown.
- 12-Member Board of Directors, five committees and numerous volunteers committed to promoting a district that is active, attractive, clean, safe and pedestrian-oriented, and ensure that the entire district continues to serve as a center for business, service, social, cultural and community activities.





# BSD Strategic Planning

## Work Session

**February 6, 2023**

8:30 – 11:30 a.m.

Baldwin Public Library

## 5-Year Strategic Plan

- Comprehensive
- Refines Mission & Vision
- Identifies Transformational Goals
- SMART
- Deep Dive Into Retail, Marketing & Business Development Strategies



# BSD Observations & Data

## Strengths

- Strong Retail Mix
  - National Anchors Opening
  - One-of-a-Kind Biz in Metro Area
- High Main Floor Occupancy - 96%
- Affluent Consumer Profile
- 3.2 Million Visitors July-December
- Walkable
- Engaged Core Volunteer Base

## Opportunities

- Strengthen Regional Draw
- Increase Local Resident Frequency
- Upper Floor Housing & Office
- Target Market Area & Diversification of Consumers
- Fresh Ideas & Appeal
- Multi-modal Connections
- Brand Distinction



# Long-Range Strategy





# Long-Range Strategy

Celebrate  
Successes

Showcase  
Stats and ROI

**Increase  
BSD  
Perceived  
& Real  
Value**

Support  
Business  
Growth

Engage More  
Businesses and  
Community  
Members in  
Process

Deepen the  
Bench/Reach  
all Corners



# Long-Range Strategy

Standout  
in the  
Crowd

Day Trip  
Destination

**Expand  
Regional  
Attraction &  
Extend Stays**

Connect  
Assets

Niche  
Shopping  
Appeal



# Long-Range Strategy



**Sustainability**

Retain Key  
Assets &  
Attractions

Maintain &  
Enhance  
Visual Appeal

Organizational  
& Financial  
Refinement &  
Balance

**Special Events Committee Meeting Minutes**  
**151 Martin Street, Conference Rooms 202 & 203**  
**January 13th, 2023**

Chairperson Astrein called the meeting to order at 8:34 a.m.

**In Attendance:** R. Astrein, K. Cummings, D. Fehan, B. Hussey  
**Staff:** C. Sheppard-Decius, N. Gerkey  
**Guests:** none

**Absent:** Z. Kay, S. Lipari

**Public Comment:** none

**Approval of Minutes**

Motion by Hussey, seconded by Fehan to approve the December 9, 2022 Special Event Committee meeting minutes.

Yeas: R. Astrein, K. Cummings, D. Fehan, B. Hussey

Nay: none

Absent: Z. Kay, S. Lipari

**Restaurant Week Brainstorming Meeting**

Restaurant Week Meeting with Birmingham restaurants is scheduled for Tuesday, January 24<sup>th</sup> at 3pm at Hazel's to discuss the future of Restaurant Week. Hussey said she has reached out to restaurants and 14 are confirmed for the meeting. Sheppard-Decius confirmed via Brook that Bank of Ann Arbor is secured as a sponsor, and wants to secure more sponsors. It was noted that restaurants could potentially be sponsors for Restaurant Week, depending on the new format. Hussey mentioned there has been interest in bringing back "Night on the Town" event – could pair it with new Restaurant Week. Sheppard-Decius suggested renaming Restaurant Week to "Best of Birmingham". It was discussed to change the time of year of Restaurant Week to spring/fall, and do a different spin on the event depending on the season.

It was noted that there is \$15,000 budgeted for promotions – Sheppard-Decius discussed target marketing, regionally, and make Birmingham more approachable. Hussey also suggested a charitable component. The idea of \$1 rosé where sales go to a charity was suggested, especially if Restaurant Week happens in the spring. Fehan said a local charity that's tangible should be chosen, that way people can see where their funds are making a contribution. Hussey added that her charity, The Great Decorate, had a great year in fundraising efforts – just over \$58,000 with ~\$3,000 going to each child.

Hussey suggested bringing Restaurant Week website metrics to the meeting, Fehan added that more data gives us more credibility as an organization. Fehan said that the previous format of Restaurant Week is a challenge, and that we should drop the fixed pricing. Hussey added that we should make sure restaurants have choices to showcase what they do best. Fehan said that Restaurant Week is not restaurant promotion, but a community promotion.

The committee agreed upon the following objectives for the future of restaurant week:

1. Bring people to Birmingham
2. Notoriety – What sets Birmingham apart from other cities
3. Create Community – from restaurants and patrons

The committee agreed upon the following action items for the restaurant meeting:

1. Bring website traffic metrics of previous Restaurant Week to meeting
2. Reimbursement for Hussey for providing light refreshments/snacks
3. Tripod and phone for filming the meeting
4. Create a small PowerPoint presentation for talking points
  - a. Present idea of what it will look like
  - b. Timeline
  - c. Rosé Charity Idea
5. Confirm how many years Restaurant Week has been around – Gerkey did a search and this year is the 18<sup>th</sup> year.
6. Hussey continue to follow up with restauranteurs and share contact information with Gerkey

### **Event Budgets**

Sheppard-Decius requested getting sponsorship numbers from Brook to add into the budget. She also mentioned that we want to set a higher budget for Spring Stroll and Art Walk, as well as increase social media promotion. It was noted that Winter Markt and Dream Cruise costs increased from other years, but this could also be due to COVID. Sheppard-Decius suggested that the Farmers Market budget could be reduced. Fehan countered by stating that Farmers Market and Winter Markt draw people into town, and doesn't mind the budget being spent on those events. It was mentioned that Dream Cruise sponsors are \$60,000 from Chevy, and \$1,000 from Nowicki. Sheppard-Decius suggested revisiting who runs Dream Cruise instead of the Birmingham Shopping District in the future if funding disappears. She also mentioned discussion with Brook about DPS involvement in Dream Cruise as they are cleaning for non-event days and we compensate for that.

### **Events Strategy Goal Discussion**

Sheppard-Decius suggested goals for events and how to improve the following: local frequency, build Birmingham Shopping District's value, penetration of regional visitors, and building the length of stays. Fehan mentioned getting zip code information via credit card purchases to help tailor what we do, and also suggested seeing parking metrics, and how long people stay. Hussey added these metrics can be found via social media and websites, too. Astrein suggested increasing sponsorships to help improve events. Fehan added we need to improve our "ask" effort when it comes to sponsorships. Cummings brought up the idea of promoting "staycations" at the Daxton or Townsend and building packages to promote businesses in Birmingham and bring new visitors. Sheppard-Decius wants to gather ideas and prioritize at the Strategic Planning meeting on February 6<sup>th</sup>.

Meeting adjourned at 9:55 a.m.

**NEXT MEETING: Friday, February 10th, 2023 at 8:30 a.m.**

**Maintenance/Capital Improvement Committee Meeting Minutes**  
**151 Martin Street, Conference Room 203**  
**January 10, 2023**

Chairperson Lipari called the meeting to order at 8:33 a.m.

**Members in Attendance:** Sarvy Lipari (Chair), Amy Pohlod (Vice Chair), Steve Quintal, Doug Fehan

**Members Absent:** Bill Roberts

**Staff Present:** Cristina Sheppard-Decius, Erika Bassett, Carrie Laird, Brendan McGaughey, Brad McNab, Scott Zielinski

**Approval of Minutes:** Motion by Fehan, seconded by Pohlod, to approve the minutes dated December 13, 2022.

There was no public comment.

**Holiday Lighting Plan 2023/24:** The Committee and DPS reviewed a list of locations with modified lighting as part of the plan. Fehan mentioned cost savings and easing DPS workload are both considerations in the plan review. The following changes were requested:

- Bulleted Item #2: This should occur all the way to Brown Street
- Bulleted Item #3: Every other all around the Townsend Hotel
- Bulleted Item #4: Discuss with Tom Markus before moving forward
- Bulleted Item #6: Eliminate only one of the two big trees and use colored lights at Chester
- Bulleted Item #9: Remove all of the trees in the specified area, instead of every other tree.
- Bulleted Item #10: Pohlod requested the costs comparison for lighting the median only vs. the sidewalk only. DPS advised that the reduction in other areas would likely cover the cost of lighting the trees along South Old Woodward Ave.

Additionally, the Committee will review the lighting in the area of Maple Rd. and Old Woodward Ave. DPS advised that before they remove the lights, they will “unplug” every other tree in the area, giving Committee members the opportunity to view the lighting and make comparisons. Laird to provide the Committee with a date during the first week of February. Quintal to take drone images of the lights for comparison purposes. Laird advised that she would put together a cost estimate for the 2023/24 lighting plan to be reviewed at the February 14 Committee meeting. The Committee would like to explore options for the Triangle District. Laird advised there is currently limited power supply to that area and that she would reach out to the City Planning Department for specs on the new development on Adams to what the possibilities may be.

**Annual Maintenance Items (Spring/Summer/Contracts):** The Committee reviewed the final planter count. DPS advised that one planter per pole is typical throughout the district.

**Recap Committee 2023/24 Goals/Objectives:** The Committee reviewed the list of goals/objectives for 2023/24. The only comment was to potentially explore/experiment with solar lighting for any *Market Lights & Art – Via Alleys* projects.

**Other Business:** Fehan asked if the Merrill over-street lighting would return. DPS stated that the City Commission advised against over-street banners and lighting due to liability issues.

Meeting adjourned at 9:15 a.m.

**Next meeting**  
**Tuesday, February 14, at 8:30 a.m. – Regular Meeting**

DRAFT



## **HOLIDAY LIGHTING PLAN 2023/24**

Below is a list of locations to modify holiday lighting. The Maintenance & Capital Improvement Committee walked through the district on January 5, 2023, to view the current layout and newly constructed area along South Old Woodward to determine what could be removed along side streets in order to add along SOW, and reduce overall costs.

- Completely remove the lighting from the trees along the east side of Pierce Street next to the parking deck all the way down to Brown. DPS plans to be removing these old growth trees and replacing them with new trees this coming year.
- Go to every other tree along the west side of Pierce Street adjacent to the Townsend Hotel all the way down to Brown.
- Go to every other tree along Merrill between Pierce and Henrietta on the south side of the street adjacent to the Townsend Hotel, and around the Townsend Hotel.
- Remove the three lights on the side of the Community House/Merrill side (Verify with Tom Markus prior to confirming this)
- Go to every other tree on the side of the Library/Martin Street side
- Eliminate one big tree lights @ Chester and change the other to multi-colored
- Remove lighted trees along North Old Woodward in between the Chandeliers
- Reduce & balance (not quite every other due to trees missing) along Hamilton from Woodward to Ferndale Ave.
- Remove all tree lights along Brown Street from Woodward to Peabody
- SOW
  - Option 1: Add every other tree along the sidewalk side of South Old Woodward from Brown Street to Landon.
  - Option 2: Add lights to trees in the median along South Old Woodward from Brown to Landon.
- Explore options for Triangle District (lighting and/or garland; solar or battery-powered commercial grade options if available)

# Restaurant Promotion Brainstorming Session

2023

Presented by:

Cristina Sheppard-Decius,  
CMSM, BSD Executive Director

Date: January 6, 2023

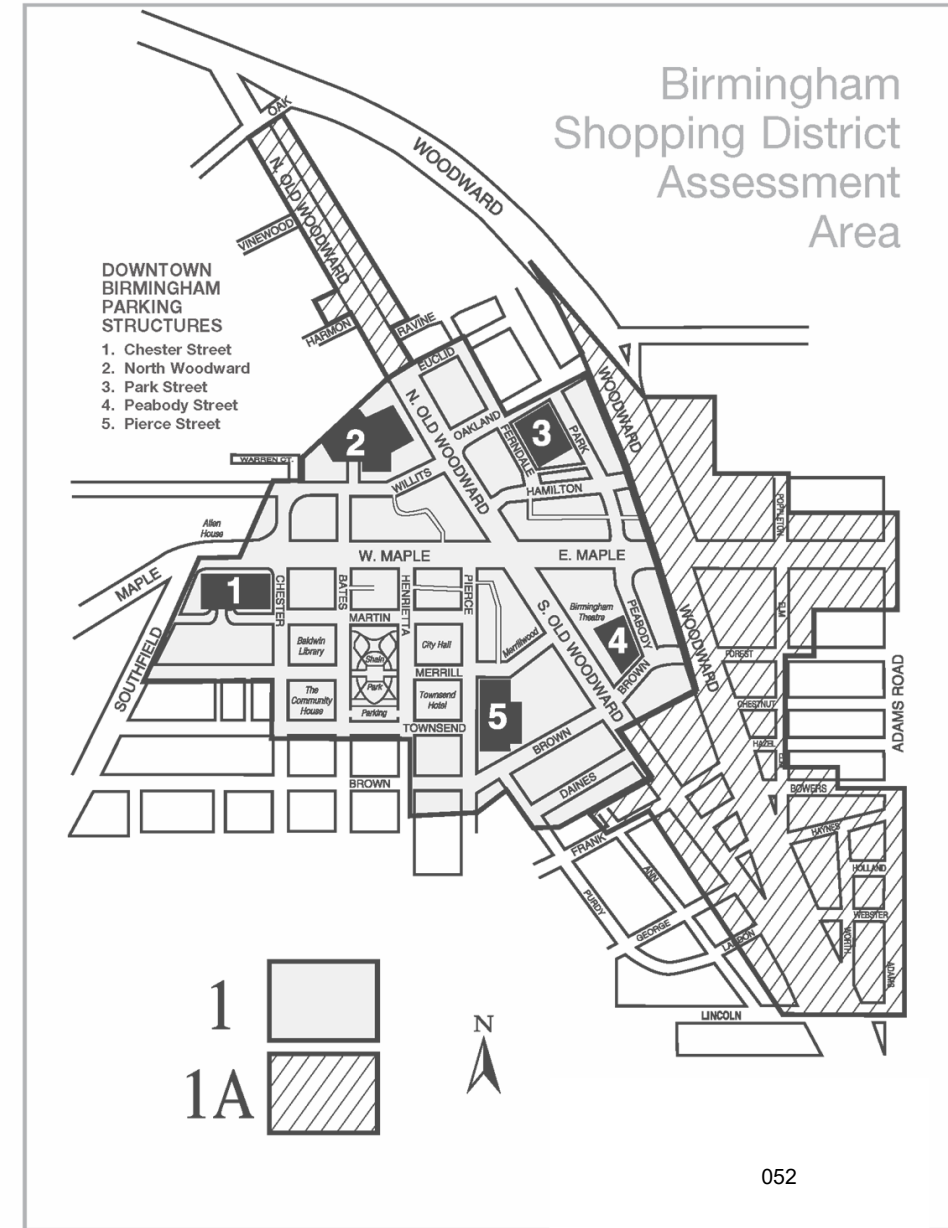


# Today's Agenda

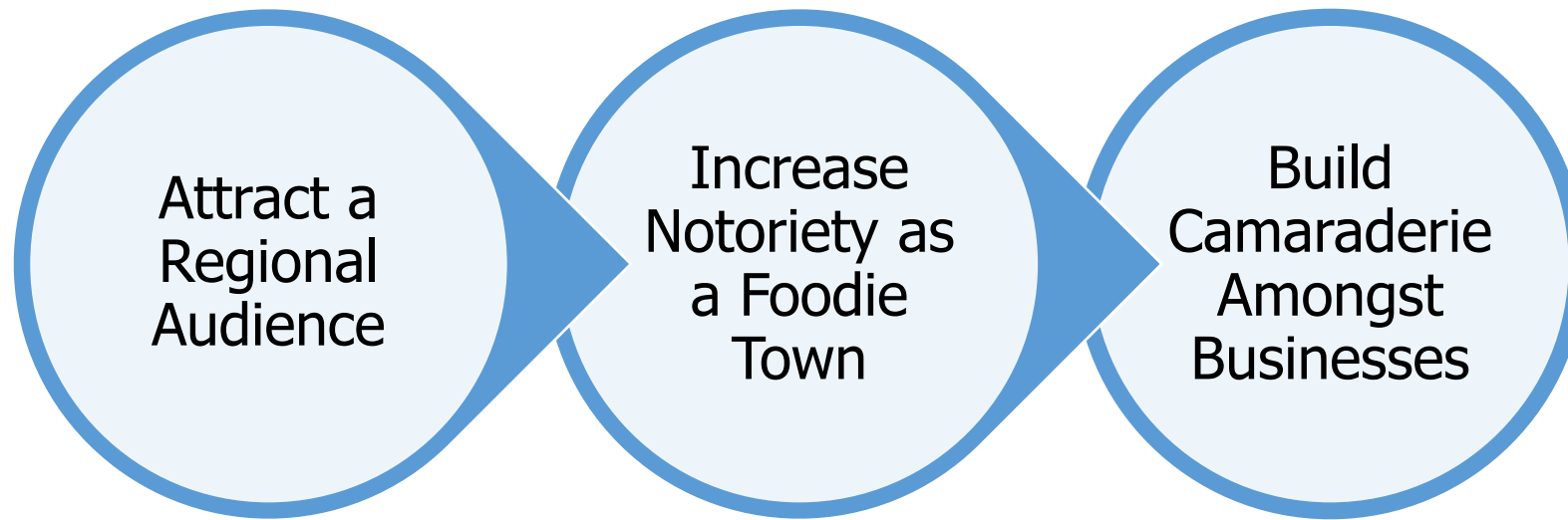
- Introductions
- Overview of BSD
- Goal of Restaurant Promotions
- Previous Restaurant Week Stats
- Business Goals/Issues/Concerns
- Enhancements/Ideas/Concepts
- Dates/Days of Week

# BSD Overview

- The Birmingham Shopping District (BSD) was established in 1992, under Public Act 126.
- Focused on economic development, business recruitment and retention, marketing and promotion of the district, and maintaining and enhancing the downtown.
- 12-Member Board of Directors & 5 committees made up of businesses, property owners and residents.



# Goal of Restaurant Promotion





# Restaurant Week Successes

- 17-Year Event
- Up to 20 Businesses (only 11 in 2022)
- Strong Traditional Media Coverage
- Business Exposure
- Web & Social Media Traffic
  - @15,000 Users
  - @37,000 pageviews
  - @121,000 social reach



# Issues/Concerns

- Restaurant Staffing Capacity
- Dwindling Restaurant Participation & Activation
- Finding the Right Balance of Pricing/Deals
- Inflation
- Standing Out in the Crowd of Other Restaurant Weeks
- Time of Year & Days of the Week
- BSD Staff Intensive Collecting Menus, etc.



<https://www.annarborrestaurantweek.com>

## Ann Arbor Restaurant Week

February 5 - 10, 2023 · Family Meals to Go · Menus for 2 · Lunch Offers · Course Menus / chef Highlights · Vegetarian & Vegan · Other Restaurant Week Happenings.

<https://www.findrestaurantweeks.com>

## Michigan Restaurant Weeks 2023

Click on each event to find the list of participating restaurants, menus and reservation details.  
Ann Arbor Restaurant Week – February 5 – 10, 2023. Birmingham ...

<https://www.harborspringschamber.com> > events > details

## Restaurant Week 2023 - Harbor Springs Chamber of Commerce

Mar 5, 2023 — Harbor Springs Area Restaurant Week · Friday, February 24th, through Sunday, March 5th. - 03/05/2023.

Mar 5 - Mar 15 \*Restaurant Week 2023

<https://www.traversecity.com> > event-detail > 2023-trav...

## 2023 Traverse City Restaurant Week

Presented By: Downtown Traverse City ; Dates: February 26, 2023 - March 4, 2023 ;  
Recurrence: Recurring daily ; Location: Restaurants in and around Traverse City ...

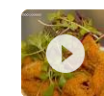
Feb 26 - Mar 4 2023 Traverse City ...

## Top stories

### CHICAGO

Chicago Restaurant Week  
2023: Soul Food Lounge  
taking part for first time

5 hours ago



### Washingtonian

14 Dining Spots to Check  
Out for Alexandria Winter  
Restaurant Week

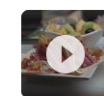
2 days ago



### WDBJ

Downtown Roanoke  
Restaurant Week kicks off

3 days ago



### WBALTV BALTIMORE

New restaurant 055 3-  
course dinner for Harford  
County Restaurant Week

2 days ago



# Business Goals

- What are your goals for your business and district?
- What are some of your issues or concerns?
- What will help your business this year?





# Restaurant Promotional Ideas

## Ways to Enhance/Spin Restaurant Week

- Rebranding
- Feature the Best of Birmingham
- Tie in with a Product
- Tie in with a Charity
- Change Time of Year/Day(s) of Week
- Collaboration with Shopping/Experiences Downtown

### How to Get the Most Out of Restaurant Week

Once you've joined your city's restaurant week, you want to make the most of the opportunity. During the event, guests are going to visit a lot of different restaurants, so you want to be the one that everyone remembers and comes back to after the occasion has ended. Here are a few tips for taking full advantage of your city's restaurant week to benefit your establishment:



**1. Create a menu that helps you reach your goal.** If your goal is to stand out from the crowd for your creativity, use the event as an occasion to serve experimental and unique dishes. If you're looking to appeal to new audiences and bring in new diners, you can fill your menu with your most popular dishes to wow guests.

**2. Give customers more than they expect.** Make sure that guests feel like VIPs from the moment they enter your operation. Additionally, creating an attractive table setting and having a **clear menu** can make the experience that much better.

**3. Appeal to different target audiences.** People of all ages, demographics, and walks of life take part in restaurant week, which gives you a chance to appeal to a wide audience. When you are creating your menu, you should also be considerate of dietary restrictions and offer at least one **option for vegetarians and people with food allergies.**

**4. Partner with a local business.** Consider teaming up with a local winery, brewery, or distillery and offer a complete food and drink package. You can also use fresh produce from local farms and markets. This is a great way to help another business increase its branding, and it will show that your restaurant is a true part of the community, which is what restaurant week is all about.



# Restaurant Promotional Ideas

What Other Marketing, Advertising & Promotional Activities Could Help Throughout the Year?, ie:

- Ad Placements
- Tourism Marketing
- Web Enhancements
- Social Media Influencers
- Niche Promotions



# Contacts

Cristina Sheppard-Decius, CMSM  
BSD Executive Director  
[csdecius@bhamgov.org](mailto:csdecius@bhamgov.org)

Jaimi Brook  
Events & Operations Manager  
[jbrook@bhamgov.org](mailto:jbrook@bhamgov.org)

## **BSD Board Members**

Amy Pohold, BSD Chairperson  
Richard Astrein, Special Events Chairperson  
Beth Hussey, Hazel's  
Samy Eid, Phoenicia  
Bill Roberts, Streetside Seafood  
Zach Kay, Found Objects  
Sarvy Lipari, resident  
Tom Markus, City Manager  
Mike McKenzie, resident  
Steve Quintal, property owner  
Sam Surnow, property owner  
Doug Fehan, emeritus

# Restaurant Brainstorming Session Notes

## 1/24/23

### Business Goals

- Get new customers in that reflects the business quality/target customer
- Built long-term customer relationships

### BSD Goals

- Attract a Regional Audience
- Increase Notoriety as a Foodie Town
- Build Camaraderie Amongst Businesses

### What Worked in Past

- During COVID it helped business
- Bucks Program with a significant qualifier got people buying

### What Doesn't Work/Issues

- Price points - Finding the Right Balance of Pricing/Deals
- Audience doesn't match target customer
- Restaurant staff don't like restaurant week - coupon/discount shopper (less tips), more to remember and process
- Complexity - message needs to be simple
- Restaurant Staffing Capacity
- Dwindling Restaurant Participation & Activation in RW
- Inflation
- Standing Out in the Crowd of Other Restaurant Weeks
- Time of Year & Days of the Week
- BSD Staff Intensive Collecting Menus, etc.

### Ideas

- Restaurant Week with more structure - offer two tiers of price points
- Frequent Buyer/Passport Program with an Incentive
- Rose Day(s) with a Food Pairing Feature
- Best of Birmingham - feature the Chef's Special or Meal (Chef's Table Experience)
- Restaurant Hopping Event
- Progressive Dinner
- Product Friendly Competition - Vote for the Best of Birmingham (ie: sandwich, product, etc. )
- % Off Program

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

**FEBRUARY 2023**

**Office Occupancy Rate 88%**

**Retail Occupancy Rate 96%**

<b>Name of Business</b>	<b>Property Address</b>	<b>Street Name</b>	<b>Notes</b>	<b>Date of notification</b>	<b>Scheduled to Open/Moved/Closed/Opened in last 12 months</b>
CB2	100	Old Woodward, North	Home furnishings	11/30/22	Scheduled to Open
Chrysalis Couture	554	Old Woodward, North	Apparel	11/03/22	Scheduled to Open
Christinas Consignments	135	Old Woodward, North	Apparel - Women	08/04/22	Scheduled to Open
Face Foundrie	700	Old Woodward, North	Spa	05/12/22	Scheduled to Open
Sybil	211	Hamilton Row	Dining	02/08/22	Scheduled to Open
Clean Juice	148	Pierce Street	Juice bar	11/01/20	Scheduled to Open
RH	320	Martin Street	Home furnishings	01/25/23	Opened
Via Manzoni	239	Pierce Street	Apparel	01/13/23	Opened
Cosmo Salon Studios	255	Old Woodward, South	Salon	11/12/22	Opened
EM	470	Old Woodward, North	Dining	11/12/22	Opened
Serena & Lily	299	Maple Road, West	Home furnishings	11/11/22	Opened
Faherty	128	Old Woodward, South	Apparel	11/03/22	Opened
O2PT	715	Maple Road, East	Health	11/03/22	Opened
Zana	210	Old Woodward, South	Dining	10/25/22	Opened
sweetgreen	167	Old Woodward, North	Restaurant	08/09/22	Opened
Brilliant Earth Jewelry	277	Pierce Street	Jeweler	08/01/22	Opened
Rotate Boutique	361	Maple Road, East	Apparel - Women	07/18/22	Opened
Zahra	227	Old Woodward, South	Apparel - Women	04/05/22	Opened
Paris Baguette	183	Old Woodward, North	Bakery	03/15/22	Opened
Circa Lighting	250	Merrill Street	Home	03/17/22	Opened
The Apap Realty Group	135	Old Woodward, North	Real Estate	03/17/22	Opened
(at) @properties	400	Old Woodward, South	Real Estate	03/22/22	Opened
Majda Diamond Vault	230	Merrill Street, East	Jeweler	02/03/22	Opened



**Executive Committee Meeting Minutes**  
**151 Martin Street, Conference Room 203**  
**January 3, 2022**  
**8:30 a.m.**

A. Pohlod called the meeting to order at 8:35 a.m.

**In Attendance:** A.Pohlod, B. Roberts, D. Fehan, M. McKenzie, C. Sheppard-Decius, M. Comerford

**Absent:** T. Markus, R. Astrein

**Approval of Minutes:** Motion for approval of the minutes dated November 30, 2022, made by McKenzie and seconded by Roberts.

Yeas: Roberts, Pohlod, Fehan

Nays: None

There was no public comment.

**Updates:**

**A) Special Events Committee:**

- a. Sheppard-Decius reported that Winter Markt and Santa House were successful and well attended.
- b. Sheppard-Decius reported that Restaurant Week is paused until January 24 meeting.
- c. Roberts talked about doing a spring event for Restaurant Week basing it around pink and rosé.

**B) Marketing & Advertising Committee:**

- a. Sheppard-Decius reported Spring Fashion guide will continue. Pohlod added that both men and women will be featured.
- b. Pohlod said that Bonus Bucks are not bringing people in town.
- c. Sheppard-Decius is sending out a survey to see how the holidays went. Roberts said the year didn't finish well.

**C) Maintenance & Capital Improvements Committee:**

- a. Sheppard-Decius reported that she received the cost per tree for lighting (\$550/tree). Also reported that there are 77 more trees due to South Old Woodward construction, which will bring the cost to \$215,000. The Maintenance Committee is going to walk around town on January 5 to see where cut backs can be made. Pohlod stated that we can only pay what we can within our budget.

**D) Business Development:**

- a. Sheppard-Decius reported that she will review the RFP for Retail Recruiter and modify to add an incentive for local brokers. Also reported that she will be creating a new business/welcome packet. McKenzie is working on analytics of business mix. Sheppard-Decius said that the BSD will need 1-2 months to pull together accuracy of current businesses.

## **New Business:**

### **A) Bylaws:**

Sheppard-Decius discussed whether they should allow outside people be a Committee Chair. She stated that we need to have a secretary position for the Board, they would be more of an overseer. Secretary will not be on Executive Committee. City Manager needs to be on the Executive committee.

### **B) BSD Strategic Planning Meeting:**

Sheppard-Decius reported that she is currently working on the budget and requested input from the Executive Committee. Pohlod advised that reserve funds were used over the past couple of years for various construction projects and COVID. This year, the goal is to build back some of the reserve funds. Pohlod also reported that the Birmingham Bucks budget for next year should be less as these promotions may not be necessary for the upcoming fiscal year. Astrein advised that the Dream Cruise event is a large expense and sponsorships are critical in covering expenses. Markus advised that an RFP process for sponsors was completed in the past and the BSD may want to potentially revisit that process for the 2023 Birmingham Cruise Event.

### **C) Anniversary Gifts update:**

Sheppard-Decius reported that there are several watercolors from 2021. They are discussing changing some of the items for the higher number of years in business. Roberts suggested having a press release. Fehan suggested framing the watercolor with a plate that says name of business and years and do away with the other things like fruit basket and flowers. Sheppard-Decius stated that the Executive Committee needs to present to Business Development committee to recommend changes.

### **D) Payable Process:**

Sheppard-Decius reported that the Board should put forth a resolution authorizing the Executive Director to approve payables of purchase under \$2,500 at an upcoming meeting.

## **Board Anticipated Action Items:**

### **A) Summer Floral Planters – Option to Renew Contract:**

Will be in Board packet.

### **B) Hanging Baskets – Option to Renew Contract + Additional Baskets:**

Sheppard-Decius advised that the contract is being reviewed by the City Attorney to see if we can add 54 more baskets with extension.

## **Old Business:**

## **Upcoming Meetings:**

- BSD Board Meeting –January 5, 2022, at 8:30 a.m.
- Maintenance & Capital Improvements Committee – January 10, 2023, at 8:30 a.m.
- Special Events Committee – January 13, 2023, at 8:30 a.m.

- Marketing & Advertising Committee – January 19, 2023, at 8:30 a.m.
- Business Development Committee – January 24, 2023, at 8:30 a.m.
- Executive Committee – January 25, 2023, at 8:30 a.m.

Meeting adjourned at 10:07 a.m.

**NEXT MEETING: January 25, 2023 at 8:30 a.m.**

DRAFT



**Executive Committee Meeting Minutes**  
**151 Martin Street, Conference Room 202 & 203**  
**January 25, 2023**  
**8:30 a.m.**

A.Pohlod called the meeting to order at 8:34 a.m.

**In Attendance:** A.Pohlod, T. Markus, B. Roberts, R. Astrein, M. McKenzie, C. Sheppard-Decius

**Absent:** D. Fehan

**Approval of Minutes:** Motion for approval of the minutes dated January 3, 2023 made by McKenzie and seconded by Roberts.

Yeas: Pohlod, Markus, Roberts, Astrein, McKenzie

Nays: None

No public comment

**Updates:**

**A. Special Events Committee**

Sheppard-Decius reported that 14 restauranteurs attended the restaurant week meeting and there were lots of ideas and feedback. She said there was a general agreement on moving away from fixed pricing – deciding the style of event and making sure it's appealing to dining/restaurant night life vs non-alcoholic and café style locations. Astrein pointed out the meeting was successful because of asking what the restaurant goals are, and what the BSD's goals are. Sheppard-Decius mentioned that there's a need for stepping up the website with descriptions and what's to come. It was noted by Astrein that Beth Hussey really worked hard to get people to attend the Restaurant Week meeting. Roberts mentioned that we need simple messaging so people know what's going on. Markus brought up the idea for Rose promotion for the second Saturday of June to tie into breast cancer with a charity. It is still undecided when we'll do Restaurant Week.

**B. Marketing and Advertising Committee**

Sheppard-Decius reported that they had a quorum at the last Marketing Meeting, but they are working on some changes and ideas Sheppard-Decius mentioned the Birmingham Bucks options to make it a more frequent shopper program for throughout the year. She plans to bring final budget to the board after next meeting. Pohlod mentioned that we are a bit behind on planning the spring issue, and to bring Scene in.

**C. Capital Improvements and Maintenance Committee**

Sheppard-Decius and Pohlod mentioned a walk around Birmingham to determine necessary lighting. We need to identify where we'd make changes. DPW is working on a projected cost. It was discussed on the North side to take out the trees and leave the chandeliers. Around Townsend it was

discussed to do every other tree instead of every tree. McKenzie also mentioned talking to stakeholders about the area, versus us just saying what we think and feel about it.

#### **D. Business Development Committee**

- a. McKenzie discussed a proposal for anniversary program in order to simplify the process and add value
- b. McKenzie also noted that when it comes to local vs national mix, Birmingham is lower, which is a positive.
- c. Sheppard-Decius confirmed with the City Attorney that we can proceed with pulling together incentive program for realtors that are working in Birmingham – will work on trying to get an example
- d. CB2 will be opening in middle of February
- e. The issue of parking for employees and cost of parking was brought up. Markus suggested going to the county to communicate interest and needs because a millage for transportation just passed.

#### **1. New Business**

##### **a) Bylaws**

- Sheppard-Decius presented a copy of bylaws for the Birmingham Shopping District. There were multiple edits suggested by Markus, McKenzie, and Pohlod, as referenced below:
  - Change all “Dearborn” to “Birmingham”
  - Article 2, Section 2: Definition of what our adjacent residential areas are
  - Add a statement for emeritus member to the bylaws
  - Review Section 6 – public comment time? Board has first comm, Section 4, Section 3
  - Article 2 Section 11 – even if a meeting is cancelled, still being able to make it a working session, even though no decisions can be made
  - Article 2 Section 8 – Talk to Mary about the specifics in regard to quorum
  - Page 5 The board (not members) verify with Mary?
  - Add definitive statement to page 5 – committees can only make recommendations to the board – not decisions
  - Section 12 All employees other than executive director board members shall not give direction – make verbiage clear
  - Page 7 We do not have a secretary-treasurer
- Board may pre-approve exigency – talk to Mary
- Make sure reference is correct for act no 120 of 1961 (
- Deposits – review section with Mark in reference to accountant
- Budget – check the law to make sure this section is correct.
- Deep dive into state statute
- Section 7 audit – charge rent for office
- Article 6 – not necessary
- Article 7 – is a DDA requirement, not the BSD

- Article 8 – Amendments – Markus suggested to not do this.
  - Committee meetings with no decisions made – the law says that you cannot have a quorum of people deliberating policy – maybe in a committee you can receive something and discuss – be careful how it's worded
  - Talk to Mary to finalize and revise things for various sections
  - Careful how many board members you have on Executive committee – drop to 4 or are we okay with 5?
  - Pohlod mentioned that we are losing Board Members and need to recruit new ones.
- b) Committee Recruitment
- Sheppard-Decius said we need more committee members. Astrein said we need a voice in retail
- c) National Main Street Conference - 1 attendee free registration - Feb. 6 deadline
- Consider sending Jana, or ask Mike McKenzie.
- d) Michigan Downtown Association Advocacy Day & Workshop
- Need to make decisions on who would like to attend. Sheppard-Decius will already be attending.
- e) Website Hosting, Maintenance Renewal & Additional Updates
- Pohlod said we need to review Miles contract to make the decision to renew or get another contractor
  - Getting 2 more quotes – Sheppard-Decius
2. Board Anticipated Action Items
- a) Summer Floral Planters - New Contract
- Sheppard-Decius reported that the current company for the planters came back with an estimate and it was double what we paid previously – We need to source other quotes. Pohlod suggested to check the contract to confirm if it's a breach in contract. We have to exercise our right. Pohlod also mentioned informing other companies that this opportunity is available. She will provide Sheppard-Decius with contacts.
- b) Business Anniversary Recognition Program & Contract
- Sheppard-Decius mentioned there was a recommendation to limit the anniversary years – remove 40 and 60 years – so we are only doing 5, 10, 25, 50, and 75. We are also looking at changing our offering to increase the value of what we're doing.
  - Astrein requested his 50<sup>th</sup> anniversary to be highlighted in April.
- c) 2023 Event Budgets
- d) Payables Process (Early Release of Contracted Expenses, Under \$2500 and Credit Card Monthly Payments)
- Sheppard-Decius said there's a monthly credit card statement that needs to be paid – laps when we are able to provide statement to the board – request for the Board to authorize Executive Director to pay credit card bill.
  - Sheppard-Decius mentioned the early release of expenses to pay people in a timelier manner.
  - Budget for items under \$2,500 – Markus said there is a policy for the

Executive Director to use discretion to spend money.

3. Old Business

**Upcoming Meetings/Events**

- BSD Board Meeting –February 2, 2023, at 8:30 a.m.
- Strategic Planning Meeting - February 6, 2023, 8:30 - 11:30 a.m.
- Maintenance & Capital Improvements Committee – February 14, 2023, at 8:30 a.m.
- Special Events Committee – February 10, 2023, at 8:30 a.m.
- Marketing & Advertising Committee – February 16, 2023, at 8:30 a.m.
- Business Development Committee – February 28, 2023, at 8:30 a.m.
- Executive Committee – February 17, 2023, at 8:30 a.m.

Meeting Adjourned at 10:15am

## SP+ PARKING

### Birmingham Parking System Transient & Free Parking Analysis Months of December 2021 & 2022

#### December 2021

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE
PEABODY	10,216	7,722	\$ 12,754.02	76%
PARK	21,752	13,272	\$ 41,097.02	61%
CHESTER	10,046	8,739	\$ 7,291.01	87%
WOODWARD	15,495	10,977	\$ 27,716.03	71%
PIERCE	26,248	14,997	\$ 68,146.03	57%

<b>TOTALS</b>	83,757	55,707	\$ 157,004.11	67%
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PAYING CARS	AV. RATE
2,494	\$ 5.11
8,480	\$ 4.85
1,307	\$ 5.58
4,518	\$ 6.13
11,251	\$ 6.06

28,050	\$ 5.55
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#### December 2022

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE
PEABODY	24513	17401	\$ 33,142.00	71%
PARK	23824	16414	\$ 38,778.00	69%
CHESTER	11952	10261	\$ 9,660.00	86%
WOODWARD	18221	13403	\$ 25,270.00	74%
PIERCE	28838	17792	\$ 63,718.00	62%

<b>TOTALS</b>	107,348	75,271	\$ 170,568.00	70%
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PAYING CARS	AV. RATE
7,112	\$ 4.66
7,410	\$ 5.23
1,691	\$ 5.71
4,818	\$ 5.24
11,046	\$ 5.77

32,077	\$ 5.32
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#### YR OVER YR

#### BREAKDOWN:

TOTAL CARS	28%
FREE CARS	35%
CASH REVENUE	8%

For the month of: December  
Date Compiled: January 13, 2022

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



## CITY BOARD/COMMITTEE ATTENDANCE RECORD

Name of Board:      Birmingham Shopping District

Year:    2023

Members Required for Quorum:      7

MEMBER NAME	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC		SPEC MTG	Total Mtgs. Att.	Total Absent	Percent Attended Available
<b>REGULAR MEMBERS</b>																	
Richard Astrein	P														1	0	100%
Samy Eid	A														0	1	0%
Beth Hussey	P														1	0	100%
Zachary Kay	P														1	0	100%
Sarvy Lipari	P														1	0	100%
Tom Markus	P														1	0	100%
Mike McKenzie	P														1	0	100%
Amy Pohlod	P														1	0	100%
Steve Quintal	P														1	0	100%
Bill Roberts	P														1	0	100%
Sam Surnow	A														0	1	0%
															0	0	#DIV/0!
															0	0	#DIV/0!
Doug Fehan															0	0	#DIV/0!
Present or Available	9	0	0	0	0	0	0	0	0	0	0	0	0	0			

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

\_\_\_\_\_  
 Department Head Signature



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

**BSD COMMITTEES**  
**MONTHLY MEETING SCHEDULE**  
**FEBRUARY 2023**

<b><u>BSD BOARD</u></b>	<b><u>THURS 2/2 @ 8:30 AM – COMMUNITY HOUSE</u></b>
<b><u>MAINTENANCE/CAPITAL IMPROVEMENTS</u></b>	<b><u>TUES 2/14 @ 8:30 AM – CITY HALL</u></b>
<b><u>SPECIAL EVENTS</u></b>	<b><u>FRI 2/10 @ 8:30 AM – CITY HALL</u></b>
<b><u>MARKETING/ADVERTISING</u></b>	<b><u>THURS 2/9 @ 8:30 AM. – CITY HALL</u></b>
<b><u>BUSINESS DEVELOPMENT</u></b>	<b><u>TUES 2/28 at 8:30 AM – CITY HALL</u></b>
<b><u>EXECUTIVE</u></b>	<b><u>FRI 2/17 at 8:30 AM – CITY HALL</u></b>
<b><u>QUARTERLY COMMITTEE HEAD</u></b>	<b><u>TBD</u></b>

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).