



**Birmingham Shopping District Agenda**  
**Thursday, August 3, 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/82955112653>**  
**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. Receive and File Finance Reports (pg.14-21)
3. Consent Agenda
  - a. Approval of BSD Board Minutes – July 6, 2023 (pg.10-13)
  - b. Approval of Vouchers – July 2023 (pg. 22-23)
4. Presentations –
  - a. Business Anniversaries
5. New Business - Approvals
  - a. Committee Appointments (pg. 24-25)
  - b. 2024 Draft Event Plan (pg. 26-27)
6. Old Business - Updates
  - a. Public Valet at Daxton
7. Reports
  - a. Executive Director Report (pg. 4-7)
  - b. Committee Reports:
    - i. Special Events – Astrein (pg. 28-29)
    - ii. Marketing & Advertising – Kay (pg. 30-33)
    - iii. Maintenance and Capital Improvements – Lipari (pg. 34-35)
    - iv. Business Development – McKenzie (pg. 38-39)
    - v. Executive Board – Pohlod
  - c. Parking Report – Astrein (pg. 40-41)
  - d. Wayfinding - Fehan
8. Information: Announcements, Attendance, & Monthly Meeting Schedule (pg. 42-43)
9. Board Member Comments
10. Public Comments
11. Adjournment

**Birmingham Shopping District Mission Statement**

***We strive to provide leadership in marketing, advertising and promotion of the Birmingham Shopping District.***

***We actively work to promote a district that is exciting, clean, safe and pedestrian-friendly and ensure that the district continues to serve as a center for business, service, social and community activities.***

Notice: Persons with disabilities that may require assistance for effective participation in this public meeting should contact the City Clerk's Office at the number (248) 530-1880, or (248) 644-5115 (for the hearing impaired) at least one day before the meeting to request help in mobility, visual, hearing, or other assistance. Las personas con incapacidad que requieren algún tipo de ayuda para la participación en esta sesión pública deben ponerse en contacto con la oficina del escribano de la ciudad en el número (248) 530-1800 o al (248) 644-5115 (para las personas con incapacidad auditiva) por lo menos un día antes de la reunión para solicitar ayuda a la movilidad, visual, auditiva, o de otras asistencias. (Title VI of the Civil Rights Act of 1964).



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## **BOARD AGENDA OVERVIEW for August 3, 2023**

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

### Finance Reports

File and receive the financial reports for the period ending June 30, 2023. Financial reports, including the quarterly cash flow report, are attached.

### Consent Agenda Items

**Motion:** To approve the consent agenda for August 3, 2023, as presented.

#### Minutes

Minutes from the July 6, 2023, BSD Board of Directors meeting are attached for your review and approval.

#### Approval of Payable Vouchers

Attached are the payable vouchers for your review and approval for August 2023. Please keep in mind that there are payables for FYE2023 including iHeart, Beasley, Little Guide, Miles, JCC Creative, Mosher, Seen and Beier Howlett. The remaining payables are for FYE2024. The majority of payables are either event or marketing related, in addition to the purchase of the banners promoting free parking.

## PRESENTATIONS

### **Business Anniversaries**

There are four businesses to be recognized by the Board for their anniversaries. Staff is in the process of contacting all four to determine which will be at the August and September Board meetings.



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## New Business

### **Committee Appointments**

Julie Sloan of Shop Loyal & StartUp Nation has submitted an application for the Marketing & Advertising Committee and has attended three meetings thus far to observe and contribute thoughts. The Marketing & Advertising Committee Chair and Board of Director Kay recommends Sloan for the committee. Application attached.

Minna Shararak has applied for the Business Development Committee and has attended two meetings. She is recommended by Board of Director Lipari. Shararak is a local residential broker and lives in the district. Application is attached.

Motion: To appoint Julie Sloan of Shop Loyal to the Marketing & Advertising Committee, and Minna Shararak to the Business Development Committee.

### **2024 Draft Event Plan**

At the Special Event Planning meeting of the Special Events and Marketing/Advertising Committees on July 21, the committees came to a determination to recommend to the Board adding in two new events for 2024, eliminating the Rose Soiree, exploring the addition of trolleys to the holiday promotions, and shifting the Art Walk to September. The committees did also recommend some enhancements to the Winter Markt including a kids business booth, a business co-op tent and promotional bags.

The two new events discussed are the Birming-Hamburger, the most delicious competition in town, for October 2024 and a Winter Bazaar (Birmingham Blizaar) similar to that of Day on the Town for January/February. Both of these need to be further developed, and budgets need to be developed especially for the Winter Bazaar to determine whether or not it fits into the 2024 cycle or if additional funds would be needed.

The FYE2024 budget allotted for \$15,000 towards a restaurant event and an additional \$15,000 for a new event and/or additional event costs and increases. The elimination of Rose Soiree would allow for those budgeted funds to go towards the Winter Bazaar this fiscal year or trolley addition during the holidays. The Birming-Hamburger budget can be included in next year's budget (FYE2025), therefore, there is a total of \$30,000 for organizing the winter event and potentially adding in the trolleys for the holidays.



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Next step is for the Special Events Committee to further budgets and logistics of both new events and explore availability of trolleys, as well as finalize the calendar dates, and then present those to the Board for consideration.

Motion: To approve the draft 2024 event plan for the BSD as presented and to direct the Special Events Committee to finalize the calendar of events, event budgets and to further develop the winter shopping promotion for final approval by the Board of Directors.

## Old Business

### **Public Valet at Daxton**

As follow up on the discussion from the last month's Board meeting, further information was obtained regarding the existing valet license agreement between the City and the Daxton. The license agreement with the Daxton for public valet automatically renews unless either party wishes to terminate it 90 days prior to the annual renewal date. That date is the end of August. The Daxton has requested a change in the valet fee, and given that the City is no longer providing public valet elsewhere, it is prudent for the City Commission to discuss the terms of the agreement moving forward this month. The BSD Board discussed the raising of the fee at the last Board meeting, and it was noted that the raise in fee from \$5 to \$10 seemed fair. The concern from the Board was whether or not a cap on the fee should be considered. Also part of the discussion moving forward is the value of public valet parking for the community, and consistency amongst licensees. The Executive Committee agreed that consistency in time of day that valets start, posting fees publicly and requiring public access to valets are important for the downtown.

### **B4 Zoning Amendment Status**

As discussed at last month's Board meeting, the City Planning Commission is discussing potential amendments to the B4 Zoning to allow for health and fitness studios. The BSD Board recommended health and fitness clubs not be allowed on main floors in the B4 area, but to allow them on second floors and basements/sub-levels. This would open up opportunities for property owners to fill second floor vacant spaces. Also, the BSD has identified specific uses needed to balance the mix downtown in an already densely occupied area.

A summary of this recommendation and the business mix analysis has been provided to the Planning Department to share with the Planning Commission. At their July





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meeting, the Planning Commission asked for updated research and potential language for size on second floors and above, and to bring it back to them on August 9 for further review.

## Executive Director Report

### **Event Volunteers**

Event volunteers are needed for some of the upcoming events as noted below in the Special Events Committee update. Board members are encouraged to attend and assist, representing the organization. The Farmers Market can always use help in set-up and tear-down, as well as at the information booth. The Cruise event will need help in guiding cars to their parking spots and manning the information booth. Contact Jaimi Brook to volunteer yourself or others.

### **Executive Committee Elections**

Please note that the officers of the BSD shall be elected by the Board annually at its January meeting and shall consist of a Chairperson, Vice-Chairperson and Secretary. Each officer shall hold office until December 31 of the year in which she or he is elected, or until his or her term expires, or upon resignation or removal, whichever occurs first.

Being that the Secretary position is new to this Board, and while the Board may employ and fix the compensation of a Secretary and need not be a member of the Board, it is highly recommended that the Secretary be a Board member in the event the Board goes into a closed session. The Secretary will be responsible for reviewing and approving the draft minutes of the Board prior to the meetings on a monthly basis. The Executive Committee shall consist of five Board Members including the Chair, Vice-Chair, City Manager, and two committee chairs. A slate of officers should be developed in December with an open call for nominations for the two committee chair representatives.

### **Board Reappointments & Appointments**

There are four positions on the Board up for reappointment, including Steve Quintal, Michael McKenzie, Sam Surnow and Zachary Kay. Each current Board member wishing to be reappointed will need to fill out the City's application. There is then one additional position available for a business representative to round out and fill the Board.

### **Staff Performance Reviews**

Performance reviews are in process for the fiscal year. The City set the following standards for the year: CPI 3.5%; maximum performance increases are up to 6.5% for those under 75% percentile of the pay range, and 3.5% for those above the 75% percentile.



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### **Tourism Advisory Committee Appointments**

The following people/organizations are tentatively suggested for the potential appointment list to the Tourism Advisory Committee. A final list of recommended appointments will be brought forth at the September meeting. The goal is to have between 9-15 members, and the Executive Committee recommended creating a job description to formalize the role and responsibilities of the Advisory Committee. If there are any other suggestions, please provide. Reach out has already begun to some for their involvement.

- Hotel Representatives
- Home Furnishings/Lifestyle Representative
- Assign one committee member from Marketing & Special Events
- One restaurant representative
- One local retail representative
- Travel Industry representative
- Library
- Museum
- Parks & Recreation
- Arts Council
- Chamber of Commerce
- Cranbrook
- M1 Concourse
- Large Employer
- Automotive and/or Medical Representative
- DMCVB
- Oakland County Main Street/Economic Development
- Michigan Travel/Pure Michigan

### **Meetings and Media**

Merchant meeting was held July 25 at The Good Day. Survey of workshop preferences was disseminated, as well as the survey for business and amenity needs for the downtown.

Day on the Town media has over 2 million impressions prior to the event as of Tuesday. The BSD was on Live in the D Thursday morning and WXYZ will be airing live from the Day on the Town Saturday morning. Channel 955 will be live as well, and will have their Ice Cream Truck on East Maple.



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WXYZ is also recording video to air in early Fall spotlighting the improvements and local businesses in Downtown Birmingham. The Executive Director is also writing a quarterly news article for the Downtown publication, first one was published in June.

### **City Updates**

The City Commission approved at its July 24 meeting the following parking fine schedule:

Parking Offenses & Fines (If paid before 10 days / If paid after 10 days)

Expired meter: First six offenses in calendar year \$20/\$30

Expired meter: Seven offenses or more in calendar year \$60/\$70

Handicap zone: \$175/\$200

Commission approved ordinance amendments B1 Neighborhood Business District to include Specialty Food Store, Boutique, Bank, and Café as permitted uses, to include Health Club/Studio as a use requiring a Special Land Use Permit, to include indoor dining as an accessory use limited to 500 square feet or less, to create a definition for a Café use, and to create a parking requirement for a Café use.

Development at 479 S. Old Woodward (former Mountain King) will begin demolition this coming week. Plans are for a five-story building with 38,000 sq. ft. of commercial space and 22 residential units.

### **Upcoming Events**

- August 6 - Corn Festival at the Farmers Market
- August 11 - Movie Night at Booth Park
- August 19 - Birmingham Cruise Event
- September 9 - Movie Night at Booth Park
- October 12 - Art Walk

### **Grants in Pipeline**

- The BSD has been awarded the grant for the Main Street Oakland County Strategic Organizational programs of up to \$1,000 to consolidate its CRM tools into one that supports the website, property data collection and constant contact. Further exploration on CRMs is underway, with a goal of selecting one this Fall.
- Awards of the MEDC RAP 2.0 grant for placemaking projects will be announced in September.



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### **2023 Dashboard Metrics**

Retail Occupancy Rate - 99% (out of 1.5 million sq.ft.)

Office Occupancy - 89% (out of 2 million sq.ft.)

11 New Business Openings in 2023 (9 more in process)

75/25% Local vs. National Mix

Commercial, Mixed-Use & Residential Development Projects In Construction/Planning - 12 projects totaling 827,727 sq. ft.

29 Active Volunteers (Board and Committee members)

### **Committee Updates**

#### **Special Events**

The committee reviewed the Rose Soiree recap (attached), and at that time still felt that continuing with the event for next year with more time and simplified messaging. However, after the Special Events Planning Meeting for 2024 was held, it was the majority decision to not host the Rose Soiree in order to be able to add a winter bazaar/sale, trolleys for Winter Market and Birmingham Burger event in 2024.

Volunteers are needed for Dream Cruise (about 60 in total), Day on the Town (6 needed), and Farmers Market (4 shifts needed daily).

The committee plans to promote Late Night Thursdays during the holidays with buskers on street, themed nights and an ornament game/enter-to-win to encourage visiting multiple stores in an evening. Details still need to be flushed out.

#### **Marketing & Advertising**

New light pole banners are being installed promoting the two-hour free parking in decks, and the committee is exploring other seasonal banner options throughout the year.

Interviews of the two finalists for the branding continuation of key events and seasonal promotions are being held August 2. There is \$7500 budgeted for all graphic design services this year, which one of the finalists fits within that budget, the other would require moving the budget around or a request for additional funds from the Board. Keep in mind that the budget includes general graphics needed throughout the year as well.



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The committee will be meeting with Seen in August to discuss the potential holiday gift guide and contract renewal. The contract expires August 1, and can be renewed for one additional year.

Carlie Quezada collected information on retailers that are open on Sundays, and next she is working on the spas/salons. The new BSD intern Giulia Pincetti is working on restaurant data. Once all collected, the plan is to create a webpage with all businesses open on Sundays and create a Sunday Funday promotion.

Staff is still exploring CRM options for the new website. Timeline would be to secure a new hosting company before the end of the year.

### **Maintenance & Capital Improvements**

The committee held its walking tour of the Triangle District. While a number of items were noted for areas of improvement, the consensus was that even the short-term improvements will not be possible until some of the current development projects are nearing completion. Initial impressions include holiday lighting of trees where electrical is available, adding street pole banners along Elm and East Maple, as well Woodward Avenue in the median (this could be done in the next fiscal year), wayfinding signage, working with property owners to enhance street presence, neighborhood markers and bump out improvements.

Overall, this area has a significant amount of development underway and potential for more, therefore, these concepts should be further flushed out after the development is near completion, and budgeted and prepared for in future budgets.

### **Business Development**

The business development survey is live, and the BSD has already received 150 responses within just five days. The survey will be open until the end of August, and will be pushed out to the businesses, employees and publicly over the course of the next few weeks.

QR code for survey below:





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The Business Development Committee reviewed the business video feature proposal last month and requested that a projected budget for all business development marketing be provided for their review. After review this week, the committee is finalizing a budget detail for Board review in September. As a reminder, at the quarterly committee chair meeting it was determined that developing business video features on four sectors of business (fashion, food/restaurant, specialty shops/home, and spas/salons) focused on reaching the regional tourism market will be produced this year. These can then also be used to recruit retailers to the district. The committee emphasized the importance of the recruitment aspect for the videos if this is to come from the Business Development Committee budget. Production of the videos will be outsourced and two other quotes are still needed prior to coming to the Board for approval.

The committee agreed on moving forward with AlphaMap for retail market data instead of Placer.ai, which is significantly more affordable. The committee will develop a recruitment strategy, pitch deck and marketing materials in order to provide to brokers and owners at an upcoming round table meeting (tentatively October). Exploring the availability of retailers for quarterly workshops at the Merchant Meeting this month. Next month's meeting will be at Supernatural on August 29 (\*note change in date).

### **Executive Committee**

In addition to the items noted in the Board packet, the Executive Committee also plans to confirm the composition requirements of a PSD via the State law vs. the local ordinance, and determine if any future modifications may be necessary. They also requested review of the ordinance and law regarding the special assessment cap rules.

City of Birmingham  
Birmingham Shopping District Meeting Minutes  
**Thursday, July 6, 2023 - 8:30 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, July 6, 2023, at 8:34 a.m. at The Community House.

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

**PRESENT:** Ecker, Eid, Hussey, Kay, McKenzie, Quintal, Roberts, Surnow, Director Emeritus Fehan

**ABSENT:** Astrein, Lipari, Pohlod

**ADMINISTRATION:** Sheppard-Decius

**GUESTS:** Floyd A. Simmons, B. Cowan

**2. RECOGNITION OF VISITORS**

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

Sheppard-Decius shared that at fiscal year-end projections show that we will have spent approximately \$250,000 less than budgeted. There will be \$10,000 transferred from the parking fund, which will appear in next month's report.

The holiday lighting costs have not yet appeared in the financials. Therefore, the maintenance line item appears artificially low. The budget correction from last month's meeting will also be reflected in next month's reports.

Amend agenda for holiday lighting costs

**MOTION:** Motion by Hussey, seconded by Kay, to amend the agenda to add an item to New Business to approve the cost of holiday lighting.

**VOTE:** Yeas: Ecker, Eid, Hussey, Kay, McKenzie, Quintal, Roberts, Surnow

Nays: none

Absent: Astrein, Lipari, Pohlod

Motion passed.

**4. APPROVAL OF CONSENT AGENDA**

**MOTION:** Motion by Kay, seconded by Ecker, to approve the consent agenda for July 6, 2023, as presented.

**VOTE:** Yeas: Ecker, Eid, Hussey, Kay, McKenzie, Quintal, Roberts, Surnow

Nays: none

Absent: Astrein, Lipari, Pohlod

**Motion passed.**

## **5. NEW BUSINESS**

### **a. Public Valet at Daxton Hotel**

Sheppard-Decius explained that Daxton Hotel has approached the City to increase their valet fee from \$5 to \$10. That was an agreement between the City and the hotel that they would offer public valet, not just valet for their guests. As a part of the agreement, the City waived the valet permit fees. At the time of the agreement, the BSD was also offering valet services for \$5 and the Daxton wanted to match that fee. Other local valet services are currently charging more.

Sheppard-Decius feels that the increase is warranted. Board members agreed. They expressed some concern about continued price increases. Sheppard-Decius suggested an amendment to the agreement to address a potential cap on pricing.

### **b. Health/Fitness Club B4 Zoning Amendment**

Sheppard-Decius reported that Brooks Cowan attended the last Business Development Committee meeting to share that the Planning Board is looking at adjusting the B4 Zoning to include health/fitness clubs. The committee is in favor of allowing the change for second floor and lower level units, but would prefer not to have the change include first floor space.

Cowan gave an overview of the issue and asked for feedback. McKenzie shared that, since occupancy is currently so high, he would like to see available first floor space kept for retail. Other board members like the idea of basement and second floor space being able to be used for fitness facilities. Surnow suggested composing a formal written response from the BSD.

**MOTION: Motion by Surnow, seconded by McKenzie, to direct Sheppard-Decius to submit the feedback from the Business Development committee in regards to allowing health/fitness facilities in the B4 area, which is on page 4 of the board packet, to the Planning Department on behalf of the BSD.**

**VOTE: Yeas: Ecker, Eid, Hussey, Kay, McKenzie, Quintal, Roberts, Surnow**

**Nays: none**

**Absent: Astrein, Lipari, Pohlod**

**Motion passed.**

### **c. Holiday Lighting Costs**

Sheppard-Decius shared that the BSD recently received the invoice for the costs from the Department of Public Services for holiday lighting. The total cost was \$185,674.13. The BSD portion is \$37,134.82

**MOTION: Motion by Quintal, seconded by Kay, to approve payment of the invoice totaling \$37,134.82 for holiday lighting for FYE2023.**

**VOTE: Yeas: Ecker, Eid, Hussey, Kay, McKenzie, Quintal, Roberts, Surnow**

**Nays: none**

**Absent: Astrein, Lipari, Pohlod**

**Motion passed.**



## **6. OLD BUSINESS**

### **a. Status of Parking Advisory Committee Recommendations**

Sheppard-Decius reported that she provided a memo to the Police Chief with the board recommendations from the last meeting. It is expected to go to City Commission for approval on July 24. The Chief will bring the recommendations from the BSD, the APC, and the PD to Commission for their review.

## **7. REPORTS**

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

Sheppard-Decius reported that the Planning Department submitted the grant application for the MEDC grant. The request is for \$740,000 to go towards the Pierce Street alley.

Work is being done on updating property inventory. Sheppard-Decius wants to work on accuracy and make sure that calculations are using square footage, not just unit.

Ecker shared that the city has some resources and reports that could help with this process.

Surnow inquired about the Commission approving new Historic District Design Guidelines. Ecker responded that this came from the \$15,000 grant that the HDC received. It will help in the future. Everything will be in one document with an executive summary that can be shared with property owners. It is not new, just compiled differently, and all in one place, now.

### **b. COMMITTEE REPORTS:**

#### **SPECIAL EVENTS – SHEPPARD-DECIUS**

Sheppard-Decius reported that the focus of the meeting was to determine the game plan for the upcoming Art Walk. The event timing will stay from 5-8 p.m.

Hussey asked if we could find out from the charity how much money was donated. Sheppard-Decius said she would follow-up with the charity since only a few restaurants responded to the survey. Fehan added that the committee thinks it would be a good idea to hold this promotion again next year. More lead-time would be helpful.

#### **MARKETING & ADVERTISING**

No report given.

#### **MAINTENANCE/CAPITAL IMPROVEMENTS – FEHAN**

Fehan reported that the committee went on a walking tour of the triangle district to look at what might be needed in that area. The new development will make a big impact on the area. Therefore, it may be best to wait until it is complete for large decisions.

Ecker added that a new signal would be added at Brown and Woodward this fall. Traffic headed northbound will also stop and crosswalks will be added. Eid asked about adding flags to the stop sign in front of Phoenicia. Ecker said that she would look into the possibilities.

## **BUSINESS DEVELOPMENT - SURNOW**

Surnow shared that the committee finalized the survey and discussed the B4 zoning amendment.

## **EXECUTIVE COMMITTEE REPORT - SHEPPARD-DECIUS**

The committee reviewed board seats and which members are due for reappointment. The committee also discussed forming focus groups and advisory committees.

### **c. PARKING REPORT**

No report given.

### **d. WAYFINDING REPORT**

Fehan reported that Corbin and City staff would be meeting in the coming weeks. There should be more information to share at the August board meeting.

## **8. 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 – 9:31 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
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\*\*\* Assets \*\*\*

235.0-000.000-005.0000	CASH AND INVESTMENTS	1,378,525.38
235.0-000.000-036.0000	MISCELLANEOUS	15,341.72
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	84,364.90
235.0-000.000-047.0887	PSD 2021-2022 DELQ SAD	7,607.93
235.0-000.000-123.0000	PREPAID ITEMS	800.00

<b>Total Assets</b>		<b>1,485,026.21</b>
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\*\*\* Liabilities \*\*\*

235.0-000.000-202.0000	ACCOUNTS PAYABLE	24.29
235.0-000.000-255.0001	GIFT CERTIFICATES	600.00
235.0-000.000-362.0300	DEFERRED INFLOWS - MISCELLANEOUS I	13,728.00
235.0-000.000-362.0700	DEFERRED INFLOWS - SPECIAL ASSESSM	84,364.90
235.0-000.000-362.0800	DEFERRED INFLOWS - DELQ SPECIAL AS	7,607.93

<b>Total Liabilities</b>		<b>106,325.12</b>
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\*\*\* Fund Balance \*\*\*

235.0-000.000-390.0000	RETAINED EARNINGS	1,007,060.73
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<b>Total Fund Balance</b>		<b>1,007,060.73</b>
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<b>Beginning Fund Balance</b>		<b>1,007,060.73</b>
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<b>Net of Revenues VS Expenditures</b>		<b>371,640.36</b>
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<b>Ending Fund Balance</b>		<b>1,378,701.09</b>
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<b>Total Liabilities And Fund Balance</b>		<b>1,485,026.21</b>
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PRINCIPAL SHOPPING DISTRICT  
ACTUAL QUARTERLY CASH FLOW  
FOR THE QUARTER ENDED JUNE 2023

	DESCRIPTION	PROJECTED	ACTUAL	VARIANCE
	BEGINNING CASH BALANCE	\$ 1,531,039	\$ 1,531,039	\$ -
	CASH RECEIPTS:			
	Special Assessments	7,210	31,232	24,022
	Interest Income	1,920	7,029	5,109
	Gift Certificates	-	-	-
	Advisory Parking Committee	-	10,000	10,000
	Special Event Revenue	<u>16,700</u>	<u>42,296</u>	<u>25,596</u>
	Sub-total cash receipts	25,830	90,557	64,727
	CASH DISBURSEMENTS:			
	OFFICE DISBURSEMENTS			
	PSD Personnel Costs	88,850	97,119	(8,269)
727.0000	Postage	1,400	-	1,400
729.0000	Supplies	840	1,076	(236)
801.0200	Legal	750	1,831	(1,081)
802.0100	Audit	-	-	-
811.0000	Other Contractual Service	2,000	1,475	525
933.0200	Equipment Maintenance	300	288	12
851.0000	Telephone	450	448	2
955.0100	Training	720	33	687
955.0300	Memberships & Dues	740	808	(68)
955.0400	Conferences & Workshops	250	975	(725)
942.0000	Computer Equipment Rental	7,878	7,880	(2)
957.0400	Liability Insurance	1,175	1,183	(8)
944.0000	Building Rent	<u>3,000</u>	<u>3,000</u>	<u>-</u>
	Sub-total Office Disbursements	108,353	116,116	(7,763)
	PROGRAM DISBURSEMENTS			
	DPS Downtown Maintenance	42,990	33,991	8,999
	Promotion Personnel Costs	8,630	6,529	2,101
828.0300	Valet Services	-	-	-
829.0100	Snow Removal	5,000	10,700	(5,700)
935.0200	Maintenance PSD	26,500	10,684	15,816
901.0000	Printing & Publishing	-	-	-
901.0400	Marketing & Advertising	60,000	17,740	42,260
901.0500	Public Relations	3,000	4,514	(1,514)
903.0000	Tenant Recruitment	25,030	8,795	16,235
909.0000	Special Events	45,000	12,252	32,748
904.0000	PSD Magazine	-	15,450	(15,450)
829.0200	Web Site Maintenance	<u>2,210</u>	<u>5,840</u>	<u>(3,630)</u>
	Sub-total Program Disbursements	218,360	126,495	91,865
	Total Disbursements	326,713	242,611	84,102
	INCREASE (DECREASE) IN CASH BALANCE	<u>(300,883)</u>	<u>(152,054)</u>	<u>148,829</u>
	ENDING CASH BALANCE	<u>\$ 1,230,156</u>	<u>\$ 1,378,985</u>	<u>\$ 148,829</u>

PRINCIPAL SHOPPING DISTRICT  
ACTUAL YEAR TO DATE CASH FLOW  
FOR THE QUARTER ENDED JUNE 2023

	DESCRIPTION	PROJECTED	ACTUAL	VARIANCE
	BEGINNING CASH BALANCE	\$ 965,963	\$ 965,963	\$ -
	CASH RECEIPTS:			
	Special Assessments	1,101,370	1,206,774	105,404
	Interest Income	5,290	17,752	12,462
	Gift Certificates	-	-	-
	Advisory Parking Committee	25,000	10,000	(15,000)
	Special Event Revenue	<u>155,500</u>	<u>223,802</u>	<u>68,302</u>
	Sub-total cash receipts	1,287,160	1,458,328	171,168
	CASH DISBURSEMENTS:			
	OFFICE DISBURSEMENTS			
	PSD Personnel Costs	330,750	281,976	48,774
727.0000	Postage	3,000	-	3,000
729.0000	Supplies	3,500	1,823	1,677
801.0200	Legal	3,000	5,018	(2,018)
802.0100	Audit	710	710	-
811.0000	Other Contractual Service	2,000	8,315	(6,315)
933.0200	Equipment Maintenance	1,200	699	501
851.0000	Telephone	1,750	1,624	126
955.0100	Training	3,000	622	2,378
955.0300	Memberships & Dues	2,500	2,247	253
955.0400	Conferences & Workshops	1,250	1,825	(575)
942.0000	Computer Equipment Rental	31,521	31,522	(1)
957.0400	Liability Insurance	4,730	4,730	-
944.0000	Building Rent	<u>12,000</u>	<u>12,000</u>	<u>-</u>
	Sub-total Office Disbursements	400,911	353,111	47,800
	PROGRAM DISBURSEMENTS			
	DPS Downtown Maintenance	177,640	150,425	27,215
	Promotion Personnel Costs	32,040	23,734	8,306
828.0300	Valet Services	50,000	-	50,000
829.0100	Snow Removal	59,000	64,200	(5,200)
935.0200	Maintenance PSD	100,000	46,554	53,446
901.0000	Printing & Publishing	2,500	440	2,060
901.0400	Marketing & Advertising	225,000	137,073	87,927
901.0500	Public Relations	10,000	5,594	4,406
903.0000	Tenant Recruitment	100,000	20,959	79,041
909.0000	Special Events	200,000	180,207	19,793
904.0000	PSD Magazine	60,000	46,315	13,685
829.0200	Web Site Maintenance	<u>13,240</u>	<u>16,694</u>	<u>(3,454)</u>
	Sub-total Program Disbursements	<u>1,029,420</u>	<u>692,195</u>	<u>337,225</u>
	Total Disbursements	1,430,331	1,045,306	385,025
	INCREASE (DECREASE) IN CASH BALANCE	<u>(143,171)</u>	<u>413,022</u>	<u>556,193</u>
	ENDING CASH BALANCE	<u>\$ 822,792</u>	<u>\$ 1,378,985</u>	<u>\$ 556,193</u>

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

DESCRIPTION	ACTUAL				Total 2022-2023
	1ST QTR 2022-2023	2ND QTR 2022-2023	3RD QTR 2022-2023	4TH QTR 2022-2023	
BEGINNING CASH BALANCE	965,963	828,614	670,991	1,531,039	965,963
CASH RECEIPTS:					
2021 Assessment	96,591	7,470	107	-	104,168
2022 Assessment	-	18,155	1,053,219	31,232	1,102,606
Special Assessments	96,591	25,625	1,053,326	31,232	1,206,774
Interest Income	2,592	3,190	4,941	7,029	17,752
Advisory Parking Committee				10,000	10,000
Special Event Revenue	42,942	108,508	30,056	42,296	223,802
Sub-total cash receipts	142,125	137,323	1,088,323	90,557	1,458,328
CASH DISBURSEMENTS:					
OFFICE DISBURSEMENTS					
PSD Personnel Costs	44,906	60,645	79,306	97,119	281,976
727.00 Postage	-	-	-	-	-
729.00 Supplies	213	248	286	1,076	1,823
801.02 Legal	1,642	1,001	544	1,831	5,018
802.01 Audit	90	600	20	-	710
811.00 Other Contractual Service	4,720	1,920	200	1,475	8,315
933.02 Equipment Maintenance	-	227	184	288	699
851.00 Telephone	429	448	299	448	1,624
955.01 Training	100	2,126	(1,637)	33	622
955.03 Memberships & Dues	575	565	299	808	2,247
955.04 Conferences & Workshops	600	-	250	975	1,825
942.00 Computer Equipment Rental	7,881	7,881	7,880	7,880	31,522
957.04 Liability Insurance	1,182	1,182	1,183	1,183	4,730
944.00 Building Rent	3,000	3,000	3,000	3,000	12,000
Sub-total Office Disbursements	65,338	79,843	91,814	116,116	353,111
PROGRAM DISBURSEMENTS					
DPS Downtown Maintenance	50,399	36,193	29,842	33,991	150,425
Promotion Personnel Costs	5,164	6,260	5,781	6,529	23,734
828.03 Valet Services	-	-	-	-	-
829.01 Snow Removal	-	21,400	32,100	10,700	64,200
935.02 Maintenance PSD	8,316	9,686	17,868	10,684	46,554
901.00 Printing & Publishing	-	-	440	-	440
901.04 Marketing & Advertising	58,990	27,506	32,837	17,740	137,073
901.05 Public Relations	2,000	(950)	30	4,514	5,594
903.00 Tenant Recruitment	5,514	3,896	2,754	8,795	20,959
909.00 Special Events	75,000	82,354	10,601	12,252	180,207
904.00 PSD Magazine	5,430	25,435	-	15,450	46,315
829.02 Web Site Maintenance	3,323	3,323	4,208	5,840	16,694
Sub-total Program Disbursements	214,136	215,103	136,461	126,495	692,195
Total Disbursements	279,474	294,946	228,275	242,611	1,045,306
INCREASE (DECREASE) IN CASH BALANCE	(137,349)	(157,623)	860,048	(152,054)	413,022
ENDING CASH BALANCE	828,614	670,991	1,531,039	1,378,985	1,378,985

## REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 06/30/2023

GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	END BALANCE 06/30/2022	2022-23 AMENDED BUDGET	ACTIVITY FOR MONTH 06/30/23	YTD BALANCE 06/30/2023	% 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	9,342.39	95.43
235.0-000.000-452.0900	PSD 2022-2023	0.00	0.00	0.00	3,694.82	1,102,333.57	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	36.95	272.00	100.00
SPECIAL ASSESSMENTS		1,054,970.00	1,060,848.88	1,101,370.00	3,731.77	1,111,947.96	100.96
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	10,000.00	10,000.00	40.00
CHARGES FOR SERVICES		25,000.00	5,940.00	25,000.00	10,000.00	10,000.00	40.00
INTEREST AND RENT							
235.0-000.000-665.0001	INVESTMENT INCOME	(19,300.00)	(22,197.99)	5,310.00	0.00	17,398.92	327.66
INTEREST AND RENT		(19,300.00)	(22,197.99)	5,310.00	0.00	17,398.92	327.66
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	5,620.00	228,082.00	142.55
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	5,620.00	228,082.00	142.55
Total Dept 000.000		1,235,230.00	1,250,507.89	1,464,815.00	19,351.77	1,367,428.88	93.35
TOTAL REVENUES		1,235,230.00	1,250,507.89	1,464,815.00	19,351.77	1,367,428.88	93.35
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	2,399.56	21,769.65	96.93
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	179.71	1,509.72	87.77
235.0-175.000-711.0002	HOSPITALIZATION	4,710.00	0.00	4,950.00	0.00	0.00	0.00
235.0-175.000-711.0003	LIFE INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00

## REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 06/30/2023

GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	END BALANCE 06/30/2022	2022-23 AMENDED BUDGET	ACTIVITY FOR MONTH 06/30/23	YTD BALANCE 06/30/2023	% BDGT USED
Fund 235.0 - PRINCIPAL SHOPPING DISTRICT							
Expenditures							
235.0-175.000-711.0005	DENTAL/OPTICAL	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0006	ST/LT DISABILITY INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0007	WORKER'S COMPENSATION	70.00	67.58	80.00	7.56	68.57	85.71
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	2,586.83	23,347.94	72.87
Total Dept 175.000 - PUBLIC RELATIONS							
		30,660.00	22,927.15	32,040.00	2,586.83	23,347.94	72.87
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	4,441.36	51,323.58	86.30
235.0-441.005-702.0002	OVERTIME PAY	27,770.00	23,558.31	31,050.00	3,462.77	22,724.40	73.19
235.0-441.005-702.0003	LONGEVITY	340.00	172.36	290.00	0.00	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	586.31	5,523.14	76.92
235.0-441.005-711.0002	HOSPITALIZATION	12,510.00	10,157.01	13,190.00	302.90	9,402.19	71.28
235.0-441.005-711.0003	LIFE INSURANCE	200.00	280.25	210.00	25.26	249.69	118.90
235.0-441.005-711.0004	RETIREE HEALTH CARE CONTRIBUTION	8,840.00	7,475.64	8,900.00	627.52	7,313.77	82.18
235.0-441.005-711.0005	DENTAL/OPTICAL	660.00	703.06	690.00	52.90	679.22	98.44
235.0-441.005-711.0006	ST/LT DISABILITY INSURANCE	670.00	649.00	710.00	61.30	610.71	86.02
235.0-441.005-711.0007	WORKER'S COMPENSATION	1,640.00	1,377.79	1,720.00	137.88	1,471.49	85.55
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	7,086.00	95.89
235.0-441.005-711.0011	HRA CONTRIBUTIONS	100.00	0.00	100.00	0.00	77.50	77.50
235.0-441.005-711.0012	RETIREMENT DEFINED CONTRIBUTION	2,340.00	5,609.68	2,670.00	571.25	5,592.19	209.45
235.0-441.005-711.0013	RET HLTH SVGS CONTR EMPLR	1,040.00	1,707.26	1,070.00	150.58	1,546.09	144.49
PERSONNEL SERVICES		129,970.00	123,668.30	134,640.00	11,010.53	113,772.35	84.50
OTHER CHARGES							
235.0-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	43,000.00	41,993.27	43,000.00	2,696.33	34,267.94	79.69
OTHER CHARGES		43,000.00	41,993.27	43,000.00	2,696.33	34,267.94	79.69
Total Dept 441.005 - DOWNTOWN MAINTENANCE							
		172,970.00	165,661.57	177,640.00	13,706.86	148,040.29	83.34
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	30,990.63	215,230.46	87.80
235.0-720.000-702.0002	OVERTIME PAY	0.00	495.70	0.00	0.00	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	2,313.20	16,174.89	86.22
235.0-720.000-711.0002	HOSPITALIZATION	37,340.00	23,873.91	39,210.00	3,304.27	24,852.27	63.38
235.0-720.000-711.0003	LIFE INSURANCE	950.00	863.54	950.00	109.56	556.91	58.62
235.0-720.000-711.0004	RETIREE HEALTH CARE CONTRIBUTION	6,420.00	6,479.74	6,310.00	536.39	6,418.08	101.71
235.0-720.000-711.0005	DENTAL/OPTICAL	1,700.00	75.68	1,400.00	192.72	991.75	70.84
235.0-720.000-711.0006	ST/LT DISABILITY INSURANCE	1,020.00	690.43	840.00	115.62	595.04	70.84
235.0-720.000-711.0007	WORKER'S COMPENSATION	760.00	987.04	770.00	97.32	668.53	86.82



PERIOD ENDING 06/30/2023

GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	END BALANCE 06/30/2022	2022-23 AMENDED BUDGET	ACTIVITY FOR MONTH 06/30/23	YTD BALANCE 06/30/2023	% BDGT USED
Fund 235.0 - PRINCIPAL SHOPPING DISTRICT							
Expenditures							
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	6,737.04	99.81
235.0-720.000-711.0011	HRA CONTRIBUTIONS	0.00	0.00	0.00	0.00	9.65	100.00
235.0-720.000-711.0012	RETIREMENT DEFINED CONTRIBUTION	10,770.00	7,201.78	8,810.00	1,205.79	5,627.02	63.87
235.0-720.000-711.0013	RET HLTH SVGS CONTR EMPLR	1,820.00	1,659.00	1,820.00	210.00	980.00	53.85
PERSONNEL SERVICES		296,670.00	284,491.97	330,750.00	39,636.92	279,404.73	84.48
OTHER CHARGES							
235.0-720.000-801.0200	LEGAL SERVICES	3,000.00	5,552.00	3,000.00	0.00	3,608.75	120.29
235.0-720.000-802.0100	AUDIT	760.00	766.75	710.00	0.00	710.00	100.00
235.0-720.000-811.0000	OTHER CONTRACTUAL SERVICE	2,000.00	2,441.51	6,860.00	0.00	7,035.00	102.55
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	0.00	64,200.00	108.81
235.0-720.000-829.0200	WEB SITE MAINTENANCE	10,000.00	11,960.00	19,240.00	0.00	14,477.83	75.25
235.0-720.000-851.0000	TELEPHONE	1,750.00	1,625.41	1,750.00	149.25	1,484.24	84.81
235.0-720.000-881.0000	MARKETING & ADVERTISING	150,000.00	192,057.73	221,000.00	0.00	111,492.82	50.45
235.0-720.000-882.0000	PUBLIC RELATIONS	10,000.00	10,259.82	10,000.00	0.00	7,093.56	70.94
235.0-720.000-883.0000	TENANT RECRUITMENT	100,000.00	95,746.92	100,000.00	826.45	15,444.98	15.44
235.0-720.000-888.0000	SPECIAL EVENTS	200,000.00	189,974.05	200,000.00	1,724.29	183,889.63	91.94
235.0-720.000-901.0000	PRINTING & PUBLISHING	0.00	0.00	2,500.00	0.00	439.66	17.59
235.0-720.000-904.0000	PRINTING PSD MAGAZINE	60,000.00	43,110.00	60,000.00	0.00	40,885.03	68.14
235.0-720.000-933.0200	EQUIPMENT MAINTENANCE	1,200.00	1,039.44	1,200.00	0.00	698.36	58.20
235.0-720.000-935.0200	MAINTENANCE SHOPPING DIST	70,000.00	72,202.86	127,625.00	0.00	38,904.96	30.48
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	31,520.04	100.00
235.0-720.000-944.0000	BUILDING OR FACILITY RENT	12,000.00	12,000.00	12,000.00	1,000.00	12,000.00	100.00
235.0-720.000-957.0100	TRAINING	1,000.00	0.00	3,000.00	0.00	621.60	20.72
235.0-720.000-957.0300	MEMBERSHIPS AND DUES	1,600.00	3,079.95	2,500.00	0.00	2,246.90	89.88
235.0-720.000-957.0400	CONFERENCES & WORKSHOPS	3,000.00	1,176.11	1,250.00	35.00	1,825.49	146.04
235.0-720.000-960.0400	LIABILITY INSURANCE	4,500.00	4,500.00	4,730.00	394.17	4,730.04	100.00
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	6,755.83	543,308.89	59.19
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	0.00	1,686.67	48.19
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	0.00	1,686.67	25.95
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	46,392.75	824,400.29	65.68
TOTAL EXPENDITURES		1,235,230.00	1,210,629.77	1,464,815.00	62,686.44	995,788.52	67.98
Fund 235.0 - PRINCIPAL SHOPPING DISTRICT:						020	
TOTAL REVENUES		1,235,230.00	1,250,507.89	1,464,815.00	19,351.77	1,367,428.88	93.35

REVENUE AND EXPENDITURE REPORT  
PERIOD ENDING 06/30/2023

GL NUMBER	DESCRIPTION	2021-22	END BALANCE	2022-23	ACTIVITY FOR	YTD BALANCE	% BDGT
		AMENDED BUDGET	06/30/2022	AMENDED BUDGET	MONTH 06/30/23	06/30/2023	USED
Fund 235.0 - PRINCIPAL SHOPPING DISTRICT							
TOTAL EXPENDITURES		1,235,230.00	1,210,629.77	1,464,815.00	62,686.44	995,788.52	67.98
NET OF REVENUES & EXPENDITURES		0.00	39,878.12	0.00	(43,334.67)	371,640.36	100.00

# Birmingham Principal Shopping District Board

Voucher List For: 08/03/2023

Early Release Vendor	Description	Account	Amount
ART/DESIGN GROUP LTD	ARTWORK FOR DOTT, MOVIE NIGHT, CRUISE AND GENERAL	MARKETING & ADVERTISING	1,435.00
BEASLEY MEDIA GROUP, LLC	ADVERTISING FOR GENERAL, FARMERS MARKET AND ROSE SOIREE	MARKETING & ADVERTISING	5,000.00
BEIER HOWLETT P.C.	MISC LEGAL FEES	LEGAL SERVICES	363.00
BRITTEN, INC.	POLE BANNERS	MARKETING & ADVERTISING	1,895.00
C & G PUBLISHING INC.	ADVERTISING FOR FARMERS MARKET AND DAY ON THE TOWN	MARKETING & ADVERTISING	4,570.70
DENNIS FARAC	PERFORMANCE AT BFM 8-13-23	SPECIAL EVENTS	200.00
DOWNTOWN PUBLICATIONS INC	ADVERTISING FOR FARMERS MARKET	MARKETING & ADVERTISING	328.00
IHEART MEDIA	ADVERTISING	MARKETING & ADVERTISING	4,499.99
JAIMI BROOK	WATER FOR MOVIE NIGHT	SPECIAL EVENTS	31.92
JCC CREATIVE LLC	PHOTOGRAPHY FOR ROSE SOIREE	MARKETING & ADVERTISING	625.00
LITTLE GUIDE LLC	ADVERTISING FOR FARMERS MARKET AND MOVIE NIGHT	MARKETING & ADVERTISING	1,500.00
MILES PARTNERSHIP LLLP	MONTHLY WEBSITE MAINTENANCE	WEB SITE MAINTENANCE	1,430.00
MOSHER & ASSOCIATES LLC	SPRING/SUMMER FLORAL PLANTERSMONTHLY MAINT PAY 1 OF 4	SPRING/SUMMER FLORAL PLANTERS	680.00
PARTY ANIMALS, INC.	PETTING ZOO AT BFM 9-10-23	SPECIAL EVENTS	487.50
PEGASUS ENTERTAINMENT INC	BUBBLE MACHINE FOR DAY ON THE TOWN	SPECIAL EVENTS	100.00
ROBERT STEPHEN SKON	PERFORMANCE AT BFM 8-20-23	SPECIAL EVENTS	200.00
SECURA INSURANCE COMPANY	INSURANCE FOR THE CRUISE EVENT	SPECIAL EVENTS	4,028.00
SEEN MEDIA GROUP	SPRING VIDEO AND DOTT VIDEO EDITING	PRINTING PSD MAGAZINE	630.00
SHEILA C. LANDIS	PERFORMANCE AT BFM 8-27-23	SPECIAL EVENTS	500.00
SIGNS-N-DESIGNS INC	EVENT TENT	SPECIAL EVENTS	2,580.00
SP+ CORPORATION	MONTHLY EMPLOYEE PARKING	OTHER CONTRACTUAL SERVICE	500.00
SWANK MOTION PICTURES, INC	MOVIE RENTAL AUGUST & SEPTEMBER	SPECIAL EVENTS	1,405.00
THE MICHAELS COMPANIES	SUPPLIES FOR BUSINESS ANNIVERSARIES	TENANT RECRUITMENT	66.72
TURNER SANITATION, INC	PORTA POTTIES FARMERS MARKET	PORTA POTTIES - FARMERS MARKET	710.00

# Birmingham Principal Shopping District Board

Voucher List For: 08/03/2023

Early Release	Vendor	Description	Account	Amount
*	HEALING HOMES	REFUND FOR DAY ON THE TOWN	SPECIAL EVENTS	150.00
*	PARTY ANIMALS, INC.	PETTING ZOO AT FARMERS MARKET	SPECIAL EVENTS	1,462.50
*	BIRMINGHAM ROAST	BUSINESS ANNIVERSARY GIFT	TENANT RECRUITMENT	45.15
*	CANNELLE BY MATT KNIO	BUSINESS DEVELOPMENT	TENANT RECRUITMENT	10.81
*	CRYSTAL MEDIA	SOCIAL MEDIA PLANNER	MARKETING & ADVERTISING	97.00
*	FACEBOOK/META HEADQUARTERS	ADVERTISING FOR ROSE SOIREE	MARKETING & ADVERTISING	577.07
*	HOLIDAY INN EXPRESS - ALPENA	HOTEL FOR MDA CONFERENCE	CONFERENCES & WORKSHOPS	124.95
*	PARIS BAGUETTE	BUSINESS ANNIVERSARY GIFT	TENANT RECRUITMENT	56.49
*	PLANTHROPIE	BUSINESS ANNIVERSARY GIFT	TENANT RECRUITMENT	32.94
*	ST CROIX SHOP	BUSINESS ANNIVERSARY GIFT	TENANT RECRUITMENT	92.50
<b>Total:</b>				<b>\$ 36,415.24</b>

## JOURNAL ENTRIES

Dog Waste Depot -dog waste bags	\$ 399.72
City of Birmingham DPS - Holiday lights	37,134.82
<b>Total Journal Entries</b>	<b>\$ 37,534.54</b>
<b>TOTAL VOUCHERS AND JOURNAL ENTRIES</b>	<b>\$ 73,949.78</b>
	=====

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

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





**BIRMINGHAM**  
SHOPPING DISTRICT

**APPLICATION FOR BIRMINGHAM SHOPPING DISTRICT COMMITTEE**

Thank you for your interest in serving on a Birmingham Shopping District (BSD) Committee. The purpose of this form is to provide the BSD Board with basic information about applicants considered for appointment. The information included on this form is open to the public. All Board and Committee members are subject to the provisions of the Ethics Ordinance (Chapter 2, Article IX of the City Code).

Information on various committees can be found on the BSD website at  
[https://www.allinbirmingham.com/about/bsd\\_committees](https://www.allinbirmingham.com/about/bsd_committees)

(Please print clearly)

Committee of Interest Business Development

Name Minna Sharrak

Phone 248-444-6903

Residential Address 280 Euclid - Birmingham

Email minna.sharrak@yahoo.com

Business Address \_\_\_\_\_

Occupation Multi-family  
Commercial Real Estate

Reason for Interest: Explain how your background and skills will enhance the committee to which you have applied

I have spent the last 15 years of my career in  
commercial & multi-family RE. I have a passion for making our  
city great.

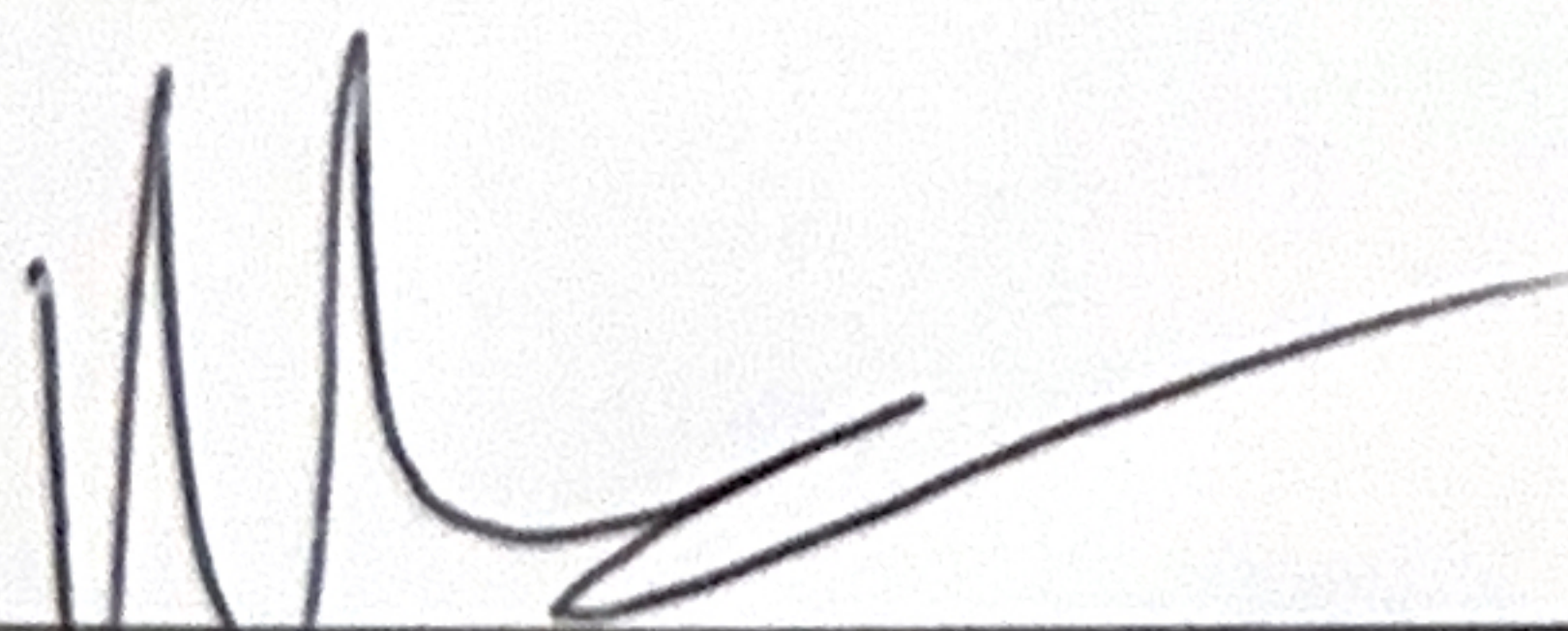
List your related employment experience Essential Property Management  
Village Green

List your related community activities Member at BCC, Kids play in  
all the local sports programs

List your related educational experience Michigan State University  
Broad College of Business B.A. 2003

To the best of your knowledge, do you or a member of your immediate family have any direct financial or business relationships with any supplier, service provider or contractor of the City of Birmingham or Birmingham Shopping District from which you or they derive direct compensation or financial benefit? If yes, please explain:

NO

  
Signature of Applicant

5/16/23  
Date





## APPLICATION FOR BIRMINGHAM SHOPPING DISTRICT COMMITTEE

Thank you for your interest in serving on a Birmingham Shopping District (BSD) Committee. The purpose of this form is to provide the BSD Board with basic information about applicants considered for appointment. The information included on this form is open to the public. All Board and Committee members are subject to the provisions of the Ethics Ordinance (Chapter 2, Article IX of the City Code).

Information on various committees can be found on the BSD website at [https://www.allinbirmingham.com/about/bsd\\_committees](https://www.allinbirmingham.com/about/bsd_committees)

(Please print clearly)

Committee of Interest Marketing and Advertising

Name Julie Sloan

Phone 847.612.1554

Residential Address 211 E. Merrill St

Email julie@shoployal.com

Business Address 34300 Woodward

Occupation Brand Manager

Reason for Interest: Explain how your background and skills will enhance the committee to which you have applied  
In the past and currently, I've been responsible for marketing activities with retail related entities, including my own small business. I currently serve as a member of the communications committee at the Grosse Pointe Yacht Club and am a podcast host and content creator supporting main street related activities.

List your related employment experience I work closely with local small business owners to help them drive more business and increase profitability and foster a network with other local business owners to build a community centric approach to acquire new customers.

List your related community activities I care deeply about the community where i reside, and believe it is the small businesses that make up the heart of our unique home town culture. I've held community volunteer positions in the past, including serving as the marketing coordinator for the Glencoe Newcomers Club and was elected as a School District Nominating Committee member.

List your related educational experience BSM, Marketing / MS Mass Communications

To the best of your knowledge, do you or a member of your immediate family have any direct financial or business relationships with any supplier, service provider or contractor of the City of Birmingham or Birmingham Shopping District from which you or they derive direct compensation or financial benefit? If yes, please explain:

No

Julie Sloan  
Signature of Applicant

5.9.23  
Date

EVENT	GOAL	OBJECTIVE	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Spring Stroll	Local Frequency													
Farmers Market	Regional Attraction													
Rose Soiree	Regional Attraction													
Movie Nights	Local Frequency													
Day on the Town	Regional Attraction													
Birmingham Cruise Event	Regional Attraction													
Art Walk	Local Frequency													
Small Business Saturday & Santa Walk	Local Frequency													
Santa House & Carriage rides	Regional Attraction													
Holiday Tree lighting/Winter Markt	Region Attraction													
OTHER COMMUNITY EVENTS														
Art Fair	Regional Attraction													
Hometown Parade	Local Frequency													
Village Fair	Local Frequency													
Concerts in the Park	Local frequency													
Art Fair	Regional Attraction													
TYPE OF EVENT	WHAT THEY INTEND TO ACHIEVE													
Retail Promotion	Ring Registers													
Signature Event	Bring Awareness													
Community Promotion	Goodwill & Community Gathering													

GOAL	OBJECTIVES	TASKS	IDEAS FOR NEW EVENTS OR ADAPTATION OF EXISTING
IMPROVE EASE OF ACCESS	OBJECTIVE: Enhance and balance pedestrian and district connections for consumers, residents and businesses across and within districts and along Woodward Avenue:	TASK: Host district events and promotions, and extend existing promotions to sub-districts.	ie: Art Walk, Spring Stroll, Farmers Market
INCREASE REGIONAL ATTRACTION	OBJECTIVE: Stand out in the crowd of other communities by re-evaluating events and promotions to support the needs and market demand, ie:	TASK: a signature event that leverages Birmingham's appeal, businesses and assets	
		TASK: Adult event(s) that connect businesses	
INCREASE LOCAL FREQUENCY	OBJECTIVE: Grow brand loyalty of the district and businesses	TASK: Increase local business awareness and patronage of new businesses and long-time favorites through targeted marketing and wayfinding	
		TASK: Distinguish the downtown brand voice and persona that is quintessentially Birmingham	
		TASK: Create and support community collaborations to build repeat customers and connections with neighborhoods	ie: Big Night Out
	OBJECTIVE: Make it easy and engaging for consumers– from getting here to patronizing businesses		
		TASK: Advocate, educate and engage businesses to collaborate in promoting consistent hours of operation	ie: Thursday Night Shopping



**Special Events Committee Meeting Minutes**  
**151 Martin Street, Conference Rooms 202 & 203**  
**July 9, 2023 at 8:30am**

Chairperson Astrein called the meeting to order at 8:30 a.m.

**In Attendance:** R. Astrein (Chairperson), K. Cummings, D. Fehan, B. Hussey, D. Lilley

**Staff:** C. Sheppard-Decius, J. Brook

**Guests:**

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

**Public Comment:** none

Approval of Minutes: Motion by Fehan, seconded by Lilley to approve the minutes dated June 9, 2023.

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

Nay: none

**Rosé Soirée – Update**

Sheppard-Decius reviewed the Rose Soiree summary document that was included in the meeting packet. The committee discussed the possibility of holding the event again in 2024. The consensus was that they would like to try again with a different amount of lead-time and possibly a different event date.

Hussey shared her idea to hold a Birminghamburger event. This would be a competition amongst restaurants for the title of best hamburger in Birmingham. She suggested holding the event in the fall and asking restaurants to all create a signature burger and ask diners to vote on the best. A traveling trophy and bragging rights would be the prizes.

**Late Night Shopping Plan**

The committee discussed the idea of having different themes for each Thursday evening between Thanksgiving and Christmas like “Ladies’ Night” and “Men’s Night”. They would also like to look into entertainment – strolling street performers, carolers, musicians, etc.

The idea of having people get numbered ornaments at each store they visit and then having a drawing at the end of the night was also explored.

**Volunteers**

Sheppard-Decius mentioned that it would be helpful to have committee members volunteer at events. There are times when we are short staffed at the Farmers Market and help during Day On The Town would also be appreciated.

## **Booth Park Updates**

Sheppard-Decius reported that DPS is looking into improvements to Booth Park and the walking trail along the river. Although the committee likes the idea of indoor bathrooms, they were concerned about upkeep that would be required. Fehan questioned whether there was a marketing plan for the pool at the Museum. Committee suggested single seat benches, additional electrical near the fence along sidewalk for holiday décor, review safety features for kids and adding a drinking fountain/bottle filler.

Meeting adjourned at 10:05 a.m.

**NEXT MEETING: Friday, August 11, 2023, at 8:30 a.m.**

Prepared by: J. Brook  
Reviewed by: C. Sheppard-Decius

7/26/23

DRAFT

**Marketing and Advertising Committee Meeting Minutes**  
**151 Martin Street, Conference Room 202 & 203**  
**July 18, 2023**

**In Attendance:** Z. Kay (Chairperson), C. Fenner, J. Lundberg, C. Quezada, C. Sheppard-Decius, E. Bassett

**Guest:** J. Sloan

**Absent:** A. Pohlod, S. Eid

The meeting was called to order at 8:34 a.m.

There was no public comment.

**Approval of Minutes:** Motion by Fenner, seconded by Quezada to approve the minutes dated June 15, 2023.

**Social Media and Website Metrics – June Data:** Bassett presented the May social media and web analytics report. Month over month and year over year reach was down due to lower post volume and South Old Woodward Avenue communications in 2022. Engagement was up exponentially year over year and month over month, across platforms. Bassett also reported that May/June advertising included over 450,000 social media impressions with the influencer campaign, which is not reflected in our social media report. Website page views were down slightly month over month, likely due to a taper in advertising in Rosé Soirée and Movie Nights. Year over year, traffic and page views are up over 15% each, and partner referrals up 50%.

The Committee will continue working on the FYE 2024 social media strategy and goals, and plans to continue efforts to increase engagement and collaborate with businesses.

**Light Pole Banner Creative:**

Bassett presented light pole banner creative options for Committee input to complement the new *Free Parking* light pole banners currently being installed. Bassett to request samples from the print vendor and modify the creative per feedback for Committee review.

**Rosé Soirée Update:**

Bassett presented a Rosé Soirée recap, with key event takeaways including media impressions, budget and performance.

**Branding – Logo/Signage Template Proposals:**

The Committee reviewed the proposal scoresheet totals. The Committee will interview the top two candidates on August 2 via zoom. At that time, the Committee will complete the final score sheet and select a vendor to begin the project.

### Ongoing/On-Deck:

- **Holiday Gift Guide:** Concept planning will begin during the August 17, 2023, Committee meeting.
- **BSD Benefits Materials:** Sheppard-Decius advised this project will begin in the fall.
- **Niche Marketing:**
  - **Regional Tourism:** Sheppard-Decius advised she is working on finalizing the list of participants to be recruited for the advisory committee.
  - **Sunday Funday:** Quezada identified retailers with Sunday hours and continues to work on contacting the restaurants and other businesses. BSD staff to develop a landing page, social media, signage and other communications to promote retail.

Drafted by: E. Bassett

Reviewed by: C. Sheppard-Decius  
7/26/23

# June Advertising and Marketing Report

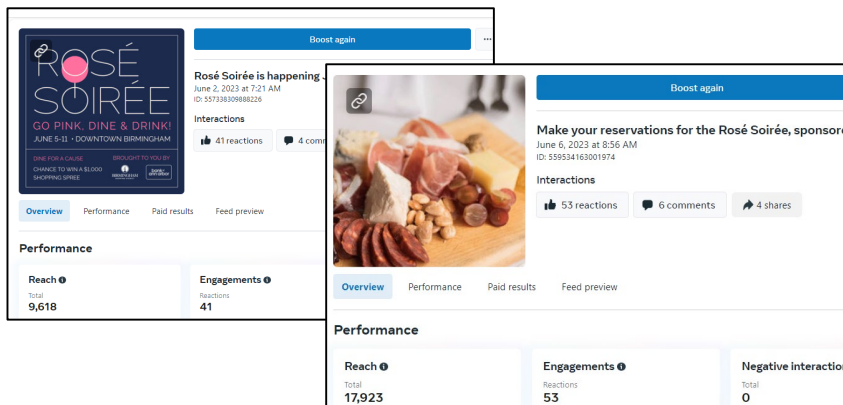
Date Range: 6/1/2023 – 6/30/2023

## Top FACEBOOK Posts

## Top INSTAGRAM Posts

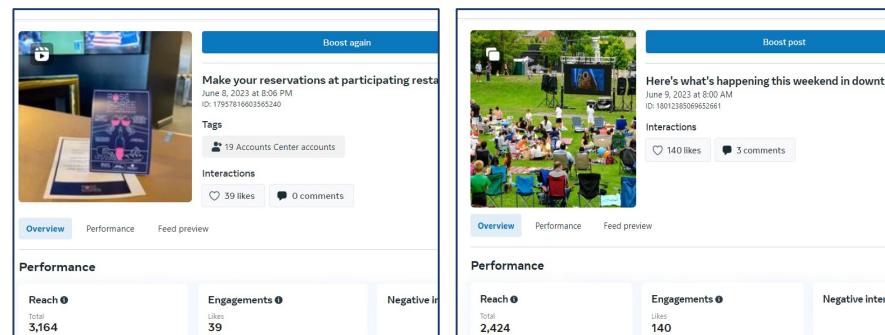
### FACEBOOK

	Current Month	Previous Month	+/-	2022 Month	+/-
Page Likes	12,811	12,653	+1.2%	--	--
Reach	35,646	55,556	-35.8%	79,529	-55.18%
Page Visits	2,593	1,561	+66.1%	623	+316.6%
New Likes	77	37	+108.1%	34	+126.4%



### INSTAGRAM

	Current Month	Previous Month	+/-	2022 Month	+/-
Page Followers	6,296	6,083	+3.5%	--	--
Reach	8,795	5,504	+59.8%	38,228	-76.9%
Profile Visits	1,267	1,388	-8.7%	804	+57.5%
New Followers	209	155	+34.8%	--	--



## Website Performance Metrics

	Current Month	Previous Month	+/-	2022 Month	+/-
Users	10,367	11,201	-7.4%	8,885	+16.7%
Page Views	20,658	21,264	-2.8%	17,852	+15.7%
Bounce Rate	61.15%	66.31%	--	62.58%	--
Avg. Duration	1:15min	1:10min.	--	1:13min.	--
Partner Referrals	544	508	+7.0%	365	+49.0%

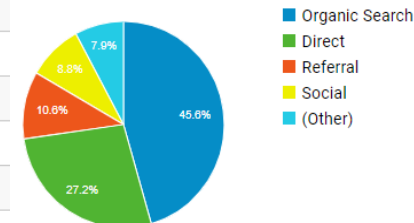
## HIGHLIGHTS:

- Paid reach in June was 13,261 vs. 10,684 in May and 9,146 in June 2022.
- June social media focus: Rose Soiree and Movie Night and other events, business highlights
- Month over month, reach was down 36% on Facebook and up 60% on Instagram. New likes/followers were up 108% on Facebook and 35% on Instagram. Year over year, reach was down 55% on Facebook and 77% on Instagram. June 2022 Facebook reach included 9,146 paid impressions, approximately 10 additional posts, south old woodward messaging including business features and the summer bucks promotion.
- Website: Month over month, users and page views were down 7% and 3%, respectively. Year over year, users and page views were up 17% and 16%, respectively. Partner referrals were up 7% month over month and 50% year over year.

### Traffic

	Pageviews	% Pageviews
1. /calendar	4,181	20.24%
2. /visitors/farmers-market	3,137	15.19%
3. /	2,423	11.73%
4. /shops	1,468	7.11%
5. /visitors/rose	1,224	5.93%
6. /dine	849	4.11%

### Top Channels



# ROSE SOIREE



## EVENT DETAILS: JUNE 5 - 11

Participating Restaurants: 16, Charity: Cap & Conquer  
Giveaway: \$1K Birmingham Bucks



## BUDGET: \$15K

Total spend: \$13,393  
Media spend: \$11,945



## IMPRESSIONS: 992K+

- Primary target: M/W 25+, Shopping & Dining behaviors in specified zip codes
- Notable partners: HOUR Detroit, iHeart, Beasley Media, Downtown Publications, BB Eagle, Crains Detroit



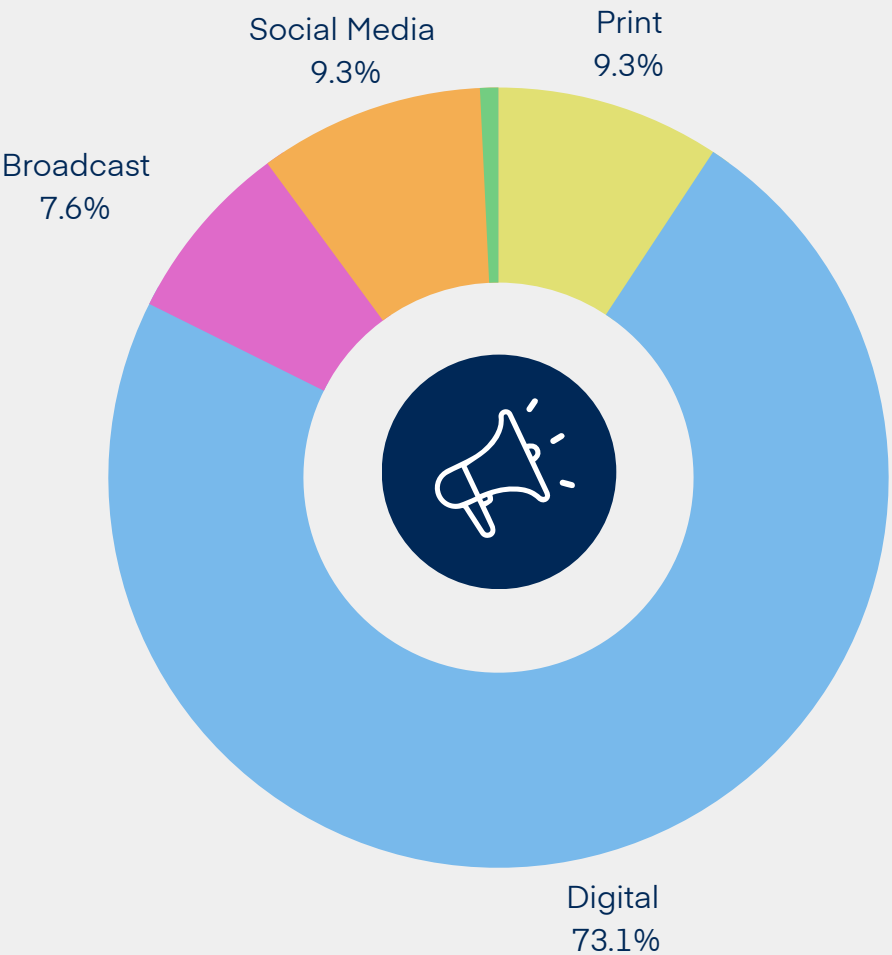
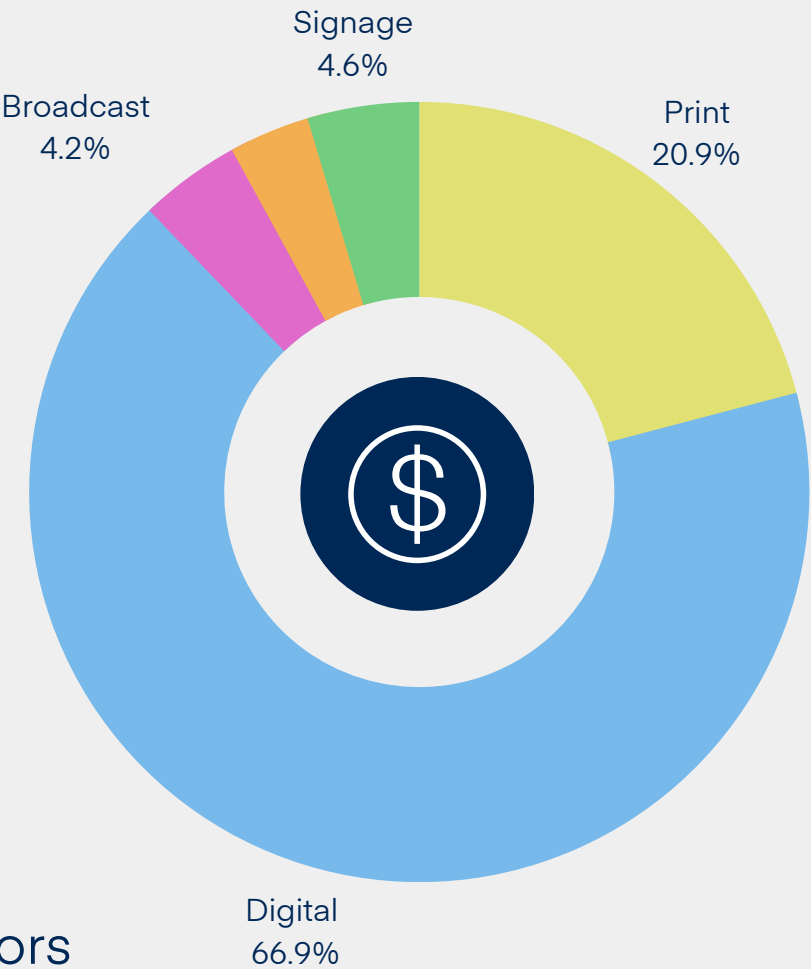
## CREATIVE DELIVERABLES

Print, digital, broadcast, social media, radio scripts, advertorials and collateral



## PERFORMANCE

- Event Webpage: 710 sessions, 541 users (524 new), 1:22 duration. General dining page also saw an uptick.
- Social Engagement: 685 Clicks/Shares



**Maintenance/Capital Improvement Committee Meeting Minutes**  
**572 S. Adams, Birmingham, MI**  
**June 13, 2023**

**Members in Attendance:** Sarvy Lipari (Chair), Amy Pohlod,  
**Members Absent:** Steve Quintal, Doug Fehan  
**Staff Present:** Cristina Sheppard-Decius, Brendan McGaughey, Brad  
McNab  
**Guests:** none

No quorum. Meeting cancelled.

**Next meeting: Friday, June 30, at 8:30 a.m. – Regular Meeting**

Drafted by: C. Sheppard-Decius  
Reviewed by: C. Sheppard-Decius  
7/3/23

DRAFT



**Maintenance/Capital Improvement Committee Meeting Minutes**  
**572 S. Adams, Birmingham, MI**  
**June 30, 2023**

Chairperson Lipari called the meeting to order at 8:35 a.m.

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

**Members Absent:**

**Staff Present:** Cristina Sheppard-Decius, Brendan McGaughey, Brad McNab

**Guests:** none

**Approval of Minutes:** Motion by Quintal, seconded by Pohlod, to approve the minutes dated May 2, 2023.

**Public Comment:** No public comment.

**Triangle District Walking Tour** – The Committee walked the Triangle District to assess the needs of maintenance, capital improvement and amenities in the area. In general, the Committee felt that any investments made by the BSD should wait until some of the key new developments are nearing completion, which is about one and a half to two years. Key notes:

- Sheppard-Decius to acquire the development plans for the Lavery and Worth developments from the planning department to determine street plans.
- Holiday lighting could be added to trees along Hayes after Lavery development
- Holiday lighting could also be added to trees along Maple & Elm
- Banners could be added in the Woodward median, and along Elm and East Maple, as well as developing a banner plan for Adams
- District signage is needed at along Adams, Elm and Maple, Haynes and Elm/Woodward, and Worth and Woodward
- Communicate with property owners about landscape and building maintenance; enhance enforcement
- Neighborhood markers and improvement of bump outs at Hazel, Chestnut and Forest – Chestnut needs street and curb improvement as well
- Multi-modal pavement markings needed throughout district
- Soften streetscape and greenspace throughout district
- Mulch trees along Adams and unify landscaping/streetscape elements

**Plants Along Old Woodward between Maple and Brown** – Fehan received an inquiry and complaint regarding the lack of visual appeal along Old Woodward. Fehan recommended that DPS look at colorful or eye-catching perennials and/or annuals be incorporated into the planter beds along Old Woodward between Maple and Brown when DPS installs plants this Fall. Pohlod seconded. All ayes. Motion approved.

Meeting adjourned at 9:40 a.m.

July 12 meeting cancelled.

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

Drafted by: C. Sheppard-Decius  
Reviewed by: C. Sheppard-Decius  
7/3/23



**2024 Special Event Planning Meeting Minutes**  
**151 Martin Street, Conference Rooms 202 & 203**  
**July 21, 2023 at 8:30am**

Meeting called to order at 8:35 a.m.

**In Attendance:** R. Astrein, K. Cummings, D. Fehan, B. Hussey, Z. Kay, D. Lilley, J. Lundberg, A. Pohlod, C. Quezada, J. Sloan

**Staff:** C. Sheppard-Decius, J. Brook, E. Bassett

**Guests:** G. Pincetti

**Absent:**

Public Comment: none

Sheppard-Decius began the meeting with a reminder of the goals that we are working to achieve through events – to increase local frequency and to expand regional attraction and tourism. She shared that businesses have asked for more retail promotions and that she sees a gap in the calendar at the start of the year. She mentioned that The Big Night Out event will probably take place at the start of 2024 instead of in the fall of 2023 and that there may be some partnership opportunities there. Also, plans have begun for Thursday evening promotions during December with stores encouraged to stay open late.

Lilley suggested free parking on Thursday evenings. Fehan commented that, although that could be a good incentive, the spaces tend to be filled by employees and not have the turnover they would typically have. Another option would be to validate parking in the structures or have the structures free on Thursday evenings.

Kay said that late January or February would be a good time for a retail promotion as that is one of the slowest times of the year.

The group discussed several ideas including expanding the Rose Soiree to include a floral element and having trolleys bring shoppers to different parts of the BSD.

Hussey shared her idea to hold the Birminghamburger Contest. This promotion would encourage restaurants to all create a signature hamburger and let diners vote on their favorite. There would be a traveling trophy for the winning restaurant – and bragging rights.

Recommendations:

- The group would like to recommend to the board that we discontinue the Rose Soiree and instead move forward with a Birminghamburger event in the fall of 2024.
- To explore a possible retail promotion to be held in January or February. Possibly something similar to Day On The Town, but held in the stores, not on the streets. More discussion on this event/promotion is needed to work out details.
- Explore adding trolleys to the holiday promotions.

Meeting adjourned at 10:05 a.m.

DRAFT

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

**AUGUST 2023**

Office Occupancy Rate 89%

Retail Occupancy Rate 99%

<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>
Icon Anti-Aging & Aesthetics	555	Old Woodward, South, Suite 700	Medical	05/18/23	Scheduled to Open
Glam Jail	200	Brown Street, East	Spa	05/18/23	Scheduled to Open
Belle Bistro	185	Old Woodward, North	Dining	05/16/23	Scheduled to Open
Rowan	122	Maple Road, West	Specialty Retailers	05/16/23	Scheduled to Open
Vibe Salon Suites	670	Old Woodward, South	Salon	05/08/23	Scheduled to Open
Warby Parker	120	Maple Road, West	Specialty Retailers	04/27/23	Scheduled to Open
Birmingham Luxury Watches	640	Old Woodward, North, Suite 102	Jeweler	04/04/23	Scheduled to Open
Salon Toro	470	Old Woodward North, Suite 200	Salon	03/21/23	Scheduled to Open
Gregory Stack Pour Hommes	630	Old Woodward North, Suite 102	Salon	03/03/23	Scheduled to Open
Christinas Consignments	135	Old Woodward, North	Apparel - Women	08/04/22	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
Community Unity Bank	34040	Woodward Avenue	Bank	07/10/23	Opened
The Good Day	528	Old Woodward, North	Home Furnishings	06/29/23	Opened
Steps MI	640	Old Woodward, North	Apparel	06/01/23	Opened
Roche Salon	555	Old Woodward, South, Suite 23U	Salon	05/01/23	Opened
Massage Rain	630	Old Woodward, North, Suite 101	Health & Fitness	03/21/23	Opened
RenU Acupuncture	189	Townsend Street, Suite 302	Medical	03/07/23	Opened
The Taco Stand Taquerie	344	Hamilton Row	Dining	03/03/23	Opened

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

**AUGUST 2023**

Office Occupancy Rate 89%

Retail Occupancy Rate 99%

<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>
Face Foundrie	700	Old Woodward, North, Suite 202	Salon	02/09/23	Opened
CB2	100	Old Woodward, North	Home furnishings	02/16/23	Opened
Chrysalis Couture	554	Old Woodward, North	Apparel	01/06/23	Opened
Sugaring NYC	34110	Woodward Avenue	Salon	12/02/22	Opened
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

MONTHLY PARKING PERMIT & ACTIVITY REPORT										
For the month of: JUNE										
Date Compiled: July 13, 2023										
Space Count	Pierce	Park	Peabody	N.Old Wood	Chester					Total
Total Garage Spaces	706	811	437	745	880					3579
Garage Monthly Permits Authorized	879	1045	536	981	1368					4809
cost per month	\$70	\$70	\$70	\$70	\$50					
Permits Issued	Pierce	Park	Peabody	N.Old Wood	Chester					Total
Garage permits end of previous month	835	950	525	797	1065					4172
Garage permits canceled in month	12	22	29	58	31					152
Garage permits added in month	14	71	1	13	21					120
Total Garage permits end of month	837	999	497	752	1055					4140
Garage permits available	42	46	39	229	313					669
Garage evening passes	45	7	19	12	11					94
						\$210	\$150	\$180	\$105	
Hangtags						Lot #6	Lot #6 econ	Lot A & C	Lot B	Total
Total Hangtag Lot Spaces						174	79	8	40	301
Hangtag Lot Quarterly Permits Authorized						177	40	8	30	255
Hangtags issued						108	9	0	2	119
Hangtags available						69	31	8	28	136
Waiting List	Pierce	Park	Peabody	N.Old Wood	Chester	Lot #6	Lot #6 econ	Lot A & C	Lot B	Total
On Wait List - end of month	448	387	364	0	0					1199
people on waitlist	183	90	76							349

# SP+ PARKING

## Birmingham Parking System Transient & Free Parking Analysis Month of June 2023

May 2023

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE
PEABODY	23247	14098	\$29,814.05	61%
PARK	21940	13590	\$40,318.00	62%
CHESTER	6538	3372	\$12,372.00	52%
WOODWARD	12419	6888	\$21,734.00	55%
PIERCE	25930	12167	\$78,484.05	47%

<b>TOTALS</b>	90,074	50,115	\$ 182,722.10	56%
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PAYING CARS	AV. RATE
9,149	\$ 3.26
8,350	\$ 4.83
3,166	\$ 3.91
5,531	\$ 3.93
13,763	\$ 5.70

39,959	\$ 4.33
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June 2023

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE
PEABODY	18841	11100	\$23,822.05	59%
PARK	25039	12816	\$47,492.00	51%
CHESTER	7713	4147	\$15,036.00	54%
WOODWARD	13573	7264	\$25,980.00	54%
PIERCE	29503	13950	\$85,012.05	47%

<b>TOTALS</b>	94,669	49,277	\$ 197,342.10	52%
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PAYING CARS	AV. RATE
7,741	\$ 3.08
12,223	\$ 3.89
3,566	\$ 4.22
6,309	\$ 4.12
15,553	\$ 5.47

45,392	\$ 4.15
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Month over Month

**BREAKDOWN:**

TOTAL CARS	5%
FREE CARS	-2%
CASH REVENUE	8%

## 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	SPEC MTG	Total Mtgs. Att.	Total Absent	Percent Attended Available
<b>REGULAR MEMBERS</b>																	
Richard Astrein	P	P	A	Ae	P	P	A								4	3	57%
Samy Eid	A	P	P	P	P	A	P								5	2	71%
Beth Hussey	P	P	P	P	P	P	P								7	0	100%
Zachary Kay	P	P	P	P	P	P	P								7	0	100%
Sarvy Lipari	P	P	P	Ae	P	A	A								4	3	57%
Tom Markus/Jana Ecker	P	A	P	P	P	P	P								6	1	86%
Mike McKenzie	P	P	P	P	P	A	P								6	1	86%
Amy Pohlod	P	P	P	P	P	P	A								6	1	86%
Steve Quintal	P	P	P	P	P	P	P								7	0	100%
Bill Roberts	P	P	P	P	P	P	P								7	0	100%
Sam Surnow	A	P	P	P	P	P	P								6	1	86%
Reserved															0	0	#DIV/0!
Doug Fehan	P	P	A	P	P	P	P								6	1	86%
Present or Available	9	10	10	9	11	8	8	0	0	0	0	0	0	0%			

**KEY:**

- A** = Member absent
- Ae** = Member absent excused
- 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**  
**AUGUST 2023**

<b><u>BSD BOARD</u></b>	<b><u>THURS 8/3 @ 8:00 AM – COMMUNITY HOUSE</u></b>
<b><u>MAINTENANCE/CAPITAL IMPROVEMENTS</u></b>	<b><u>TUES 8/8 @ 8:30 AM – CITY HALL</u></b>
<b><u>SPECIAL EVENTS</u></b>	<b><u>FRI 8/11 @ 8:30 AM – CITY HALL</u></b>
<b><u>MARKETING/ADVERTISING</u></b>	<b><u>THURS 8/17 @ 8:30 AM. – CITY HALL</u></b>
<b><u>BUSINESS DEVELOPMENT</u></b>	<b><u>TUES 8/29 at 8:30 AM – SUPERNATURAL</u></b>
<b><u>EXECUTIVE</u></b>	<b><u>WEDS 8/30 at 8:30 am – CITY HALL</u></b>
<b><u>QUARTERLY COMMITTEE HEAD</u></b>	<b><u>TBD - SEPTEMBER</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).