



Birmingham Shopping District Agenda
Thursday, June 1, 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. 13)
3. Consent Agenda
 - a. Approval of BSD Board Minutes – May 4, 2023 (pg. 21)
 - b. Approval of Vouchers – June 2023 (pg. 25)
4. Presentations:
 - a. Business Anniversaries
 - i. Astreins 50-Year Anniversary
5. New Business - Action Items
 - a. Annual Advertising Plan with Beasley Media and iHeart (pg. 4)
 - b. Intra-Fund Transfer from Marketing to Website (pg. 5)
 - c. Appointment of Carlie Quezada to Marketing & Advertising Committee (pg. 6 & 27)
6. Old Business
 - a. Discussion of Parking Advisory Committee Recommendations (pg. 6)
7. Reports
 - a. Executive Director Report (pg. 8)
 - b. Committee Reports:
 - i. Special Events – Astrein (pg. 10 & 28)
 - ii. Marketing & Advertising – Kay (pg. 10 & 30)
 - iii. Maintenance and Capital Improvements – Lipari (pg. 11 & 33)
 - iv. Business Development – McKenzie (pg. 11 & 34)
 - v. Executive Board – Pohlod (pg. 12)
 - c. Parking Report – Astrein (pg. 36)
 - d. Wayfinding - Fehan
8. Information: Announcements, Attendance, & Monthly Meeting Schedule (pg. 38 & 39)
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 June 1, 2023

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

Finance Reports

The financial reports for the period ending April 30, 2023, are attached for you to file and receive. Also attached is the quarterly financial report, which Finance Director Mark Gerber will review at the Board meeting.

Consent Agenda Items

Motion: To approve the consent agenda for June 1, 2023, as presented.

Minutes

Minutes from the May 4, 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 June 2023.

Absence Waivers

The BSD Board members had full attendance at the May meeting, therefore, no absence waivers are requested.

Presentations

Business Anniversaries

The BSD will recognize Astreins Creative Jewelers for its 50 years in business at its June meeting. Besides the award presentation at the Board meeting, a press release and social media post will be issued acknowledging their many contributions to the community.



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New Business

Annual Advertising Plan with Beasley Media and iHeart Media

In an effort to streamline marketing management and create efficiencies for staff to manage campaigns and contracts, staff has been working on developing an annual advertising plan and annual contracts with media providers for FYE2024 for events and general marketing of the district. Staff has solicited proposals from a variety of media partners to curate the plan.

- The Board approved a budget of \$146,600 for general and event marketing, excluding general items for marketing support products like photography, graphic design, digital reporting, printing and distribution.
- The goal is to create consistency throughout the year, target shoppers, grow digital media placement and use social influencers to grow our reach.
- Proposals were solicited and received from approximately 16 media providers for the annual advertising plan of print, radio, TV, digital and social.

Last year, the BSD utilized five different media vendors for digital, radio and TV advertising elements (Beasley, iHeart, Audacy, WXYZ and WDIV), expending \$78,600. Rather than diluting the budget across all five providers for digital media this year, it is recommended to reduce that to the two strongest partners in this type of advertising, including Beasley Media and iHeart. The BSD will still look to include WXYZ and WDIV in some traditional TV placement for the holidays. Due to the proposal cost size being over \$25,000, they require Board approval.

Additional elements of the providers and contracts were considered:

- Both have been effective advertising partners to the BSD for the last few years and continue to be proactive, knowledgeable and offer competitive pricing and tactics, and include conversion tracking.
- Contracts will include language that allows the BSD flexibility in shifting tactics and spending to accommodate advertising needs, as well as the ability to cancel.
- The expenditure for digital media is comparable to previous year expenditures, but provides us the efficiency of streamlining contracts, as well as leveraging our buying power annually.

Below is the cost and overview of the services that will be provided:

Beasley Media

Proposed Spend: \$44,000

Program elements include:

- OTT (streaming video)
- Targeted Display Ads



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- Targeted Video Pre-roll
- Digital Audio + Attribution
- Targeted Social
- All programs being proposed include geofencing/retargeting and come with conversion tracking

iHeart

\$29,500

Program elements include:

- Influencer - Shannon Murphy
- Targeted Display Ads
- Targeted Video
- Radio - WNIC and Channel 955
- Targeted Social
- All programs being proposed include geofencing/retargeting and come with conversion tracking

Motion: To approve entering into a contract with Beasley Media for \$44,000 and iHeart for \$29,500 for advertising and marketing services for FYE2024 from the Marketing & Advertising account 235.0-720.000-881.

Intra-Fund Transfer

Website costs increased monthly by \$322.50 from March - June with the latest, Board-approved, six-month contract totaling an increase of \$1,290. As well as additional costs of \$3,780 related to web improvements and logo updates were incurred this fiscal year. The Marketing & Advertising Committee agreed to utilize funds from general marketing to cover these additional costs, but since these are incurred against two different budget line items in the BSD's budget, the Board should authorize an intra-fund transfer from marketing to website line items of \$6,000.00.

Motion: To authorize the intra-fund transfer of \$6,000 from Marketing & Advertising account line item 235.0-720.000-881 to the Website Maintenance account line item 235.0-720.000-829.



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Marketing & Advertising Committee Appointment

Carlie Quezada of Supernatural Lingerie was appointed to the Business Development Committee last month, but she also had an interest in serving on the Marketing & Advertising Committee. The BSD received a couple applications for this committee and was waiting for review of the applications with the Executive Committee. After review, the Executive Committee recommends appointing Carlie Quezada to the Marketing & Advertising Committee. She has been actively attending the meetings as a guest these past few months, and shows great interest in the BSD. An additional application was submitted by Julie Sloan, however, the Executive Committee is recommending that she first join the meetings as a guest to get to know the committee and the appointment will be reviewed at a later date. The BSD is anticipating additional applications from merchants who recently attended the merchant meeting as well.

Motion: To appoint Carlie Quezada of Supernatural Lingerie to the Marketing & Advertising Committee.

Old Business

Discussion of Parking Advisory Committee Recommendations

At the May BSD Board meeting, Director Astrein informed the Board of recent recommendations coming from the Advisory Parking Committee to the City Commission, including increase in monthly parking deck fees, and an increase in parking ticket rates and fines. The Board expressed concern over the increase in the “five-strike rule or repeat offender” fine recommended by the Parking Advisory Committee, an increase from \$35 to \$100 for the fifth ticket or more. The BSD Board requested more information be provided to the Board, as well as notifying merchants of these proposed recommendations and when they may go before the City Commission. (The monthly parking fees were already approved at the City Commission which was May 8 immediately following the last Board meeting. The City had already published the information in its agenda packet by May 5.)

BSD Executive Director inquired with the Chief Grewe regarding the background on this subject, and received the following information:

- The parking violation fine schedule was last updated on February 22, 2010. It was briefly discussed raising meter violations in 2015, but discovered the fines Birmingham imposed were in line with other local communities at the time. A new analysis is below. Birmingham, along with many other communities with metered parking, have an increased fine for repeat offenders with multiple violations within the same calendar year.

- Average number of repeat offender tickets to an individual is only 2-3. Last year 30 people had 10 or more repeat offender violations, 45 was the highest. There were 338 unique violators who received this last year.
- It is widely believed by Police enforcement that the majority of the repeat offender violators are employees, not patrons. However, the City is not able to run a list nor disclose who those violators may be.
- City Staff recommended a \$50 or \$60 repeat offender fine, the APC recommended \$100 after 5 in a calendar year. The 5th and all subsequent tickets in a calendar year would go to \$100.
- This is planned to go on the June 5, 2023, City Commission meeting.

Captain Greg Walk presented the following table comparison of communities with metered parking who impose fines locally (not through the District Court) to the APC. It should be noted, some communities have reduced fines for those paid with a short timeframe, like 24-72 hours. For comparison sake, only the actual fine is included in this table.

	Expired Meter	Repeat Offender Expired Meter	Other Illegal Parking	Handicap Violation
Birmingham	\$10	\$30 after 7	\$30	\$100
Ferndale	\$30	None	\$35	\$175
Ann Arbor	\$25	None	\$35	\$125
Lansing	\$25	None	\$25-35	\$110
Royal Oak	\$20	None	\$50	\$150



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Rochester	\$10	\$100 after 6	\$30	\$100
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Captain Greg Walk stated in his memo to the APC that Birmingham has the lowest fine for expired meter violations. The current max fee in the structures for a non-permit holder is \$10, which is the same fine one would be issued for parking at a meter without paying. The fine structure does not deter a parker from using on-street parking. Through discussions with Police Department and Treasury Department personnel, it is strongly believed that some drivers are willing to pay a \$10 or even \$30 fine to have a “premium” parking spot as opposed to the “inconvenience” of a parking structure. Increasing the expired meter fine and repeat offender fine may help deter this behavior. Additionally, moderate increases in the other violations may help deter those violators in the respective situations. While the Police Department recommended the violation increase to \$50 or \$60, the APC approved a recommendation for \$100 which as you can see on the table matches Rochester.

Chief Grewe plans to attend the BSD Board meeting to help answer any other questions the Board may have.

Executive Director Report

Staffing Updates

Three farmers market assistants have been hired for the season. Please welcome Michael Davies, Kate Crowley and Alexandria Schaufler.

The internal posting of the PR & Marketing Specialist position is now available. The goal is to start the new 30 hours per week for this position in July.

Committee & Advisory/Focus Group Needs

There were a number of interested candidates for committees garnered from the Merchant Meeting held at Zana in May. There are up to two more seats available for Marketing & Advertising, and up to four for the Maintenance & Capital Improvement Committee. Other committees are fairly well-rounded, but both Business Development and Special Events could take one more person.



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The Executive Committee agreed that the following Advisory/Focus Groups will be established and if there are individuals the Board recommends, please submit:

- Restaurant
- North Old Woodward
- Tourism
- Downtown Neighborhood Resident

Maintenance

Hanging baskets and planters have been installed. Power washing will occur starting the first week of June.

Retail Recruitment

The Executive Director attended the ICSC Las Vegas Convention, which included over 700 exhibitors. Retailer presence was limited, but there were a number of service providers to explore and connect. The next large convention that should have a larger retailer presence is in December in New York, which may prove to be more fruitful.

Upcoming Events

- Michigan Downtown Association Summer Workshop, June 1-2, 2023, in Alpena, MI.
- ICSC Michigan, July 13, 2023, at the M1 Concourse.
- Reminder: June 9 - first Movie Night of the season at Booth Park

Grants in Pipeline

- The City submitted a grant application for the MML Foundation of \$5,000 for the ArtWalk. Unfortunately, Birmingham was not awarded one of the grants. Over 100 applications were received.
- The grant for the Main Street Oakland County Strategic Organizational programs of up to \$1,000 has been submitted for the BSD to consolidate its CRM tools into one that supports the website, property data collection and constant contact.
- The MEDC has also announced its RAP 2.0 grant for placemaking and public/private development projects. The City and BSD are collaborating on the application for the Pierce Alley improvement project scheduled for Spring 2024. Application is due June 30.



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Committee Updates

Special Events

Confirmed 15 restaurants to participate in the Rosé Soirée, but still waiting on a few menus—the majority are available on the website. Marketing and advertising is underway for the event. June 9 is the first Movie Night, and the special event application for Dream Cruise has been submitted to the City for Commission approval at the June 5 meeting.

Outreach to businesses has begun regarding creating a Late Thursday Night shopping promotion, and the committee recommended sharing stats and reasons why staying open late is beneficial to businesses. They also recommended surveying those in attendance at the merchant meeting this past week, which resulted in some additional ideas that both Special Events and Marketing Committees are evaluating. Based upon feedback from both the Merchant Meeting and the committees, anticipating launching a seasonal, weekly late night during the fall/holidays and then again in the summer. Businesses would like to see not only marketing support of this, but also entertainment or other enticements incorporated. Attendance at the Merchant Meeting was up from last time and a big thank you to Zana for providing appetizers!

Marketing & Advertising

The committee will be setting social media goals at its next meeting, but initial ideas include increasing Instagram reach and followers with giveaway promotions. They also reviewed the final Spring/Summer promotional video, and continue to explore the business feature story promotion along with the Special Events Committee. Based upon the two committees thus far, the idea is to promote niche businesses and day trip ideas as part of the video features, as opposed to only focusing on one business at a time due to budget constraints, as well as being more inclusive of more businesses.

The advertising annual plan was reviewed and recommendations are presented in this Board packet for approval. Besides Thursday Night promotion discussion, there is a need to identify who's open on Sundays to cross promote with the Farmers Market. A joint meeting of the committee chairs will be held in June to come to a recommendation on the business feature stories/videos.



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Maintenance & Capital Improvements

The committee met with Aaron Ford, the Parking Systems Manager for the City, to discuss curbside management. Ford plans to bring back an analysis in July.

Further discussion was held regarding alley improvements and coordination with the City on the Pierce Street alley for next Spring. Issues identified included loading/unloading zones, illegal parking, consolidation of dumpsters, cameras/security, lighting and infrastructure. The engineered drawings do show much of the infrastructure and paving needed for the alley, with some screening for dumpsters. However, the committee recommends further exploring shared dumpsters to consolidate, free up space and improve aesthetics. The MEDC RAP 2.0 grant application is due June 30, and the Executive Director is working with Planning and Engineering to submit an application for this alley that would help to implement one of the recommended terminating vista and VIA alley plans. An application for the MSOC Design Assistance program has been submitted for creating concepts and budgets for implementing the VIA alley plans in the Willits and Hamilton alleys as well.

Committee recommends that the trees/shrubs south of Landon be removed and replaced. The committee plans to conduct their next meeting as a walking tour of the Triangle District to explore potential improvements needed in that area.

Business Development

The committee is updating the business mix analysis and presentation from the Board meeting comments, and will have a final version available online and for brokers/property owners after this month's meeting. They are also planning to conduct a community survey as to what consumers are looking for in business categories and specific brands or what would attract them to visit more often. This will include reaching out to office workers.

The committee is interested in a new mapping system to showcase spaces available overlaid with current retailers, which brokers and tenant prospects regularly ask for. A broker and property owner round table is in the short-range timeline to schedule. They are also looking to create quarterly seminars for existing retailers to help strengthen and retain businesses.



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Executive Committee

The Executive Committee reviewed committee appointments for the Marketing & Advertising Committee, and discussed items needed for the Board meeting to support anticipated action items. They also discussed the recent Advisory Parking Committee recommendations, and requested background information and data that the APC reviewed to make their recommendations. Advisory committees and focus groups were discussed and determined, noted above in the Executive Director report.

Fund 235.0 PRINCIPAL SHOPPING DISTRICT

GL Number	Description	Balance
*** Assets ***		
235.0-000.000-005.0000	CASH AND INVESTMENTS	1,484,131.54
235.0-000.000-036.0000	MISCELLANEOUS	18,287.72
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	111,630.36
235.0-000.000-047.0887	PSD 2021-2022 DELQ SAD	7,607.93
Total Assets		1,620,043.83
*** Liabilities ***		
235.0-000.000-202.0000	ACCOUNTS PAYABLE	1,967.47
235.0-000.000-255.0001	GIFT CERTIFICATES	600.00
235.0-000.000-362.0300	DEFERRED INFLOWS - MISCELLANEOUS I	16,674.00
235.0-000.000-362.0700	DEFERRED INFLOWS - SPECIAL ASSESSM	111,630.36
235.0-000.000-362.0800	DEFERRED INFLOWS - DELQ SPECIAL AS	7,607.93
Total Liabilities		138,479.76
*** Fund Balance ***		
235.0-000.000-390.0000	RETAINED EARNINGS	1,007,060.73
Total Fund Balance		1,007,060.73
Beginning Fund Balance		1,007,060.73
Net of Revenues VS Expenditures		474,503.34
Ending Fund Balance		1,481,564.07
Total Liabilities And Fund Balance		1,620,043.83

PRINCIPAL SHOPPING DISTRICT
ACTUAL QUARTERLY CASH FLOW
FOR THE QUARTER ENDED MARCH 2023

	DESCRIPTION	PROJECTED	ACTUAL	VARIANCE
	BEGINNING CASH BALANCE	\$ 669,131	\$ 669,131	\$ -
	CASH RECEIPTS:			
	Special Assessments	1,079,330	1,036,264	(43,066)
	Interest Income	800	4,941	4,141
	Gift Certificates	-	-	-
	Advisory Parking Committee	-	-	-
	Special Event Revenue	<u>7,300</u>	<u>30,056</u>	<u>22,756</u>
	Sub-total cash receipts	1,087,430	1,071,261	(16,169)
	CASH DISBURSEMENTS:			
	OFFICE DISBURSEMENTS			
	PSD Personnel Costs	76,530	79,306	(2,776)
727.0000	Postage	-	-	-
729.0000	Supplies	840	286	554
801.0200	Legal	750	544	206
802.0100	Audit	-	20	(20)
811.0000	Other Contractual Service	-	200	(200)
933.0200	Equipment Maintenance	300	184	116
851.0000	Telephone	430	299	131
955.0100	Training	720	(1,637)	2,357
955.0300	Memberships & Dues	160	299	(139)
955.0400	Conferences & Workshops	600	250	350
942.0000	Computer Equipment Rental	7,881	7,880	1
957.0400	Liability Insurance	1,185	1,183	2
944.0000	Building Rent	<u>3,000</u>	<u>3,000</u>	<u>-</u>
	Sub-total Office Disbursements	92,396	91,814	582
	PROGRAM DISBURSEMENTS			
	DPS Downtown Maintenance	31,330	29,842	1,488
	Promotion Personnel Costs	7,390	5,781	1,609
828.0300	Valet Services	7,500	-	7,500
829.0100	Snow Removal	42,000	32,100	9,900
935.0200	Maintenance PSD	24,500	17,868	6,632
901.0000	Printing & Publishing	2,500	440	2,060
901.0400	Marketing & Advertising	65,000	32,837	32,163
901.0500	Public Relations	2,000	30	1,970
903.0000	Tenant Recruitment	24,990	2,754	22,236
909.0000	Special Events	10,000	10,601	(601)
904.0000	PSD Magazine	-	-	-
829.0200	Web Site Maintenance	<u>4,410</u>	<u>4,208</u>	<u>202</u>
	Sub-total Program Disbursements	<u>221,620</u>	<u>136,461</u>	<u>85,159</u>
	Total Disbursements	314,016	228,275	85,741
	INCREASE (DECREASE) IN CASH BALANCE	<u>773,414</u>	<u>842,986</u>	<u>69,572</u>
	ENDING CASH BALANCE	<u>\$ 1,442,545</u>	<u>\$ 1,512,117</u>	<u>\$ 69,572</u>

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

	DESCRIPTION	PROJECTED	ACTUAL	VARIANCE
	BEGINNING CASH BALANCE	\$ 965,963	\$ 965,963	\$ -
	CASH RECEIPTS:			
	Special Assessments	1,094,160	1,158,480	64,320
	Interest Income	3,370	10,723	7,353
	Gift Certificates	-	-	-
	Advisory Parking Committee	25,000	-	(25,000)
	Special Event Revenue	<u>138,800</u>	<u>181,146</u>	<u>42,346</u>
	Sub-total cash receipts	1,261,330	1,350,349	89,019
	CASH DISBURSEMENTS:			
	OFFICE DISBURSEMENTS			
	PSD Personnel Costs	241,900	184,853	57,047
727.0000	Postage	1,600	-	1,600
729.0000	Supplies	2,660	747	1,913
801.0200	Legal	2,250	3,187	(937)
802.0100	Audit	710	710	-
811.0000	Other Contractual Service	-	6,840	(6,840)
933.0200	Equipment Maintenance	900	411	489
851.0000	Telephone	1,300	1,176	124
955.0100	Training	2,280	589	1,691
955.0300	Memberships & Dues	1,760	1,439	321
955.0400	Conferences & Workshops	1,000	850	150
942.0000	Computer Equipment Rental	23,643	23,642	1
957.0400	Liability Insurance	3,555	3,547	8
944.0000	Building Rent	<u>9,000</u>	<u>9,000</u>	<u>-</u>
	Sub-total Office Disbursements	292,558	236,991	55,567
	PROGRAM DISBURSEMENTS			
	DPS Downtown Maintenance	134,650	116,440	18,210
	Promotion Personnel Costs	23,410	17,203	6,207
828.0300	Valet Services	50,000	-	50,000
829.0100	Snow Removal	54,000	53,500	500
935.0200	Maintenance PSD	73,500	35,870	37,630
901.0000	Printing & Publishing	2,500	440	2,060
901.0400	Marketing & Advertising	165,000	119,333	45,667
901.0500	Public Relations	7,000	2,580	4,420
903.0000	Tenant Recruitment	74,970	12,164	62,806
909.0000	Special Events	155,000	167,955	(12,955)
904.0000	PSD Magazine	60,000	30,865	29,135
829.0200	Web Site Maintenance	<u>11,030</u>	<u>10,854</u>	<u>176</u>
	Sub-total Program Disbursements	<u>811,060</u>	<u>567,204</u>	<u>243,856</u>
	Total Disbursements	1,103,618	804,195	299,423
	INCREASE (DECREASE) IN CASH BALANCE	<u>157,712</u>	<u>546,154</u>	<u>388,442</u>
	ENDING CASH BALANCE	<u>\$ 1,123,675</u>	<u>\$ 1,512,117</u>	<u>\$ 388,442</u>

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

DESCRIPTION	ACTUAL		PROJECTED		Total 22-23
	1ST QTR 2022-2023	2ND QTR 2022-2023	3RD QTR 2022-2023	4TH QTR 2022-2023	
BEGINNING CASH BALANCE	965,963	828,614	669,131	1,512,117	965,963
CASH RECEIPTS:					
2021 Assessment	96,591	7,470	107	7,210	111,378
2022 Assessment	-	18,155	1,036,157	-	1,054,312
Special Assessments	96,591	25,625	1,036,264	7,210	1,165,690
Interest Income	2,592	3,190	4,941	1,690	12,413
Advisory Parking Committee					-
Special Event Revenue	42,942	108,148	30,056	16,700	197,846
Sub-total cash receipts	142,125	136,963	1,071,261	25,600	1,375,949
CASH DISBURSEMENTS:					
OFFICE DISBURSEMENTS					
PSD Personnel Costs	44,906	60,641	79,306	88,850	273,703
727.00 Postage	-	-	-	1,400	1,400
729.00 Supplies	213	248	286	840	1,587
801.02 Legal	1,642	1,001	544	750	3,937
802.01 Audit	90	600	20	-	710
811.00 Other Contractual Service	4,720	1,920	200	2,000	8,840
933.02 Equipment Maintenance	-	227	184	300	711
851.00 Telephone	429	448	299	450	1,626
955.01 Training	100	2,126	(1,637)	720	1,309
955.03 Memberships & Dues	575	565	299	740	2,179
955.04 Conferences & Workshops	600	-	250	250	1,100
942.00 Computer Equipment Rental	7,881	7,881	7,880	7,878	31,520
957.04 Liability Insurance	1,182	1,182	1,183	1,175	4,722
944.00 Building Rent	3,000	3,000	3,000	3,000	12,000
Sub-total Office Disbursements	65,338	79,839	91,814	108,353	345,344
PROGRAM DISBURSEMENTS					
DPS Downtown Maintenance	50,399	36,199	29,842	42,990	159,430
Promotion Personnel Costs	5,164	6,258	5,781	8,630	25,833
828.03 Valet Services	-	-	-	-	-
829.01 Snow Removal	-	21,400	32,100	5,000	58,500
935.02 Maintenance PSD	8,316	9,686	17,868	26,500	62,370
901.00 Printing & Publishing	-	-	440	-	440
901.04 Marketing & Advertising	58,990	27,506	32,837	60,000	179,333
901.05 Public Relations	2,000	550	30	3,000	5,580
903.00 Tenant Recruitment	5,514	3,896	2,754	25,030	37,194
909.00 Special Events	75,000	82,354	10,601	45,000	212,955
904.00 PSD Magazine	5,430	25,435	-	-	30,865
829.02 Web Site Maintenance	3,323	3,323	4,208	2,210	13,064
Sub-total Program Disbursements	214,136	216,607	136,461	218,360	785,564
Total Disbursements	279,474	296,446	228,275	326,713	1,130,908
INCREASE (DECREASE) IN CASH BALANCE	(137,349)	(159,483)	842,986	(301,113)	245,041
ENDING CASH BALANCE	828,614	669,131	1,512,117	1,211,004	1,211,004

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 04/30/2023

GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	END BALANCE 06/30/2022	2022-23 AMENDED BUDGET	ACTIVITY FOR MONTH 04/30/23	YTD BALANCE 04/30/2023	% 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	27,265.46	1,081,576.75	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	235.05	235.05	100.00
SPECIAL ASSESSMENTS		1,054,970.00	1,060,848.88	1,101,370.00	27,500.51	1,091,154.19	99.07
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	3,437.24	14,160.68	266.68
INTEREST AND RENT		(19,300.00)	(22,197.99)	5,310.00	3,437.24	14,160.68	266.68
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	26,676.00	212,462.00	132.79
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	26,676.00	212,462.00	132.79
Total Dept 000.000		1,235,230.00	1,250,507.89	1,464,815.00	57,613.75	1,317,776.87	89.96
TOTAL REVENUES		1,235,230.00	1,250,507.89	1,464,815.00	57,613.75	1,317,776.87	89.96
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	1,828.24	17,541.87	78.10
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	136.94	1,193.08	69.37
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 04/30/2023

GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	END BALANCE 06/30/2022	2022-23 AMENDED BUDGET	ACTIVITY FOR MONTH 04/30/23	YTD BALANCE 04/30/2023	% 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	5.76	55.25	69.06
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	1,970.94	18,790.20	58.65
Total Dept 175.000 - PUBLIC RELATIONS							
		30,660.00	22,927.15	32,040.00	1,970.94	18,790.20	58.65
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	3,619.06	43,487.36	73.12
235.0-441.005-702.0002	OVERTIME PAY	27,770.00	23,558.31	31,050.00	1,474.39	18,173.80	58.53
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	377.27	4,604.68	64.13
235.0-441.005-711.0002	HOSPITALIZATION	12,510.00	10,157.01	13,190.00	909.33	8,167.78	61.92
235.0-441.005-711.0003	LIFE INSURANCE	200.00	280.25	210.00	18.42	208.14	99.11
235.0-441.005-711.0004	RETIREE HEALTH CARE CONTRIBUTION	8,840.00	7,475.64	8,900.00	583.34	6,094.30	68.48
235.0-441.005-711.0005	DENTAL/OPTICAL	660.00	703.06	690.00	50.53	579.22	83.94
235.0-441.005-711.0006	ST/LT DISABILITY INSURANCE	670.00	649.00	710.00	43.60	511.33	72.02
235.0-441.005-711.0007	WORKER'S COMPENSATION	1,640.00	1,377.79	1,720.00	125.08	1,236.59	71.89
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	5,905.00	79.91
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	419.63	4,674.79	175.09
235.0-441.005-711.0013	RET HLTH SVGS CONTR EMPLR	1,040.00	1,707.26	1,070.00	111.66	1,299.75	121.47
PERSONNEL SERVICES		129,970.00	123,668.30	134,640.00	8,322.81	95,115.12	70.64
OTHER CHARGES							
235.0-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	43,000.00	41,993.27	43,000.00	2,749.81	30,006.76	69.78
OTHER CHARGES		43,000.00	41,993.27	43,000.00	2,749.81	30,006.76	69.78
Total Dept 441.005 - DOWNTOWN MAINTENANCE							
		172,970.00	165,661.57	177,640.00	11,072.62	125,121.88	70.44
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	18,795.60	160,245.89	65.37
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	1,405.14	12,058.34	64.28
235.0-720.000-711.0002	HOSPITALIZATION	37,340.00	23,873.91	39,210.00	3,379.44	18,281.33	46.62
235.0-720.000-711.0003	LIFE INSURANCE	950.00	863.54	950.00	74.43	334.52	35.21
235.0-720.000-711.0004	RETIREE HEALTH CARE CONTRIBUTION	6,420.00	6,479.74	6,310.00	546.86	5,352.28	84.82
235.0-720.000-711.0005	DENTAL/OPTICAL	1,700.00	75.68	1,400.00	131.61	591.96	42.28
235.0-720.000-711.0006	ST/LT DISABILITY INSURANCE	1,020.00	690.43	840.00	78.98	355.18	42.28
235.0-720.000-711.0007	WORKER'S COMPENSATION	760.00	987.04	770.00	59.18	512.30	66.53

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 04/30/2023

GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	END BALANCE 06/30/2022	2022-23 AMENDED BUDGET	ACTIVITY FOR MONTH 04/30/23	YTD BALANCE 04/30/2023	% 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	5,614.20	83.17
235.0-720.000-711.0011	HRA CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00
235.0-720.000-711.0012	RETIREMENT DEFINED CONTRIBUTION	10,770.00	7,201.78	8,810.00	803.86	3,617.37	41.06
235.0-720.000-711.0013	RET HLTH SVGS CONTR EMPLR	1,820.00	1,659.00	1,820.00	140.00	630.00	34.62
PERSONNEL SERVICES		296,670.00	284,491.97	330,750.00	25,976.52	208,156.46	62.93
OTHER CHARGES							
235.0-720.000-801.0200	LEGAL SERVICES	3,000.00	5,552.00	3,000.00	792.00	2,569.25	85.64
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	5,560.00	81.05
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	64,200.00	108.81
235.0-720.000-829.0200	WEB SITE MAINTENANCE	10,000.00	11,960.00	13,240.00	1,107.50	9,745.33	73.61
235.0-720.000-851.0000	TELEPHONE	1,750.00	1,625.41	1,750.00	149.34	1,185.74	67.76
235.0-720.000-881.0000	MARKETING & ADVERTISING	150,000.00	192,057.73	227,000.00	1,785.85	95,861.33	42.23
235.0-720.000-882.0000	PUBLIC RELATIONS	10,000.00	10,259.82	10,000.00	2,596.90	5,176.89	51.77
235.0-720.000-883.0000	TENANT RECRUITMENT	100,000.00	95,746.92	100,000.00	3,862.76	11,537.52	11.54
235.0-720.000-888.0000	SPECIAL EVENTS	200,000.00	189,974.05	200,000.00	2,719.57	175,158.21	87.58
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	15,450.00	40,885.03	68.14
235.0-720.000-933.0200	EQUIPMENT MAINTENANCE	1,200.00	1,039.44	1,200.00	287.96	698.36	58.20
235.0-720.000-935.0200	MAINTENANCE SHOPPING DIST	70,000.00	72,202.86	127,625.00	3,483.91	31,704.96	24.84
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	26,266.70	83.33
235.0-720.000-944.0000	BUILDING OR FACILITY RENT	12,000.00	12,000.00	12,000.00	1,000.00	10,000.00	83.33
235.0-720.000-957.0100	TRAINING	1,000.00	0.00	3,000.00	33.00	621.60	20.72
235.0-720.000-957.0300	MEMBERSHIPS AND DUES	1,600.00	3,079.95	2,500.00	622.90	2,186.90	87.48
235.0-720.000-957.0400	CONFERENCES & WORKSHOPS	3,000.00	1,176.11	1,250.00	65.00	1,126.63	90.13
235.0-720.000-960.0400	LIABILITY INSURANCE	4,500.00	4,500.00	4,730.00	394.17	3,941.70	83.33
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	47,677.53	489,575.81	53.34
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	1,018.10	1,629.18	46.55
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	1,018.10	1,629.18	25.06
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	74,672.15	699,361.45	55.72
TOTAL EXPENDITURES		1,235,230.00	1,210,629.77	1,464,815.00	87,715.71	843,273.53	57.57
Fund 235.0 - PRINCIPAL SHOPPING DISTRICT:						019	
TOTAL REVENUES		1,235,230.00	1,250,507.89	1,464,815.00	57,613.75	1,317,776.87	89.96

REVENUE AND EXPENDITURE REPORT
PERIOD ENDING 04/30/2023

GL NUMBER	DESCRIPTION	2021-22	END BALANCE	2022-23	ACTIVITY FOR	YTD BALANCE	% BDGT
		AMENDED BUDGET	06/30/2022	AMENDED BUDGET	MONTH 04/30/23	04/30/2023	USED
Fund 235.0 - PRINCIPAL SHOPPING DISTRICT							
TOTAL EXPENDITURES		1,235,230.00	1,210,629.77	1,464,815.00	87,715.71	843,273.53	57.57
NET OF REVENUES & EXPENDITURES		0.00	39,878.12	0.00	(30,101.96)	474,503.34	100.00

City of Birmingham
Birmingham Shopping District Meeting Minutes
Thursday, May 4, 2023 - 8:30 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, May 4, 2023, at 8:30 a.m. at The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT:

ADMINISTRATION: Brook, Sheppard-Decius

ALSO PRESENT: Hoehendorf, Hockman, Comerford, Gerkey, Hunt, Dupuis

2. RECOGNITION OF VISITORS

3. APPROVAL OF MINUTES

MOTION: Motion by Kay, seconded by Hussey, to approve the minutes dated April 19, 2023.

VOTE: Yeas: Astrein, Eid, Hussey, Kay, Lipari, Markus, McKenzie, Pohlod, Quintal, Roberts, Surnow

Nays: none

Absent: none

4. APPROVAL OF ABSENCE WAIVERS – APRIL 2023

Pohlod explained that the BSD tracks board member attendance and that there are certain times when work or other pre-arranged commitments keep a board member from attending a board meeting. The board can vote to waive board members' absences.

MOTION: Motion by Quintal, seconded by Kay, to waive the absence of Lipari and Astrein for the Apr 19, 2023, BSD Board meeting.

VOTE: Yeas: Astrein, Eid, Hussey, Kay, Lipari, Markus, McKenzie, Pohlod, Quintal, Roberts, Surnow

Nays: none

Absent: none

FINANCE REPORT – SHEPPARD-DECIUS

Sheppard-Decius shared that next month will be the quarterly report from the finance department. Expenses for the last month have been primarily for Farmers Market and summer season preparations. Special assessment payments are still being collected.

5. APPROVAL OF VOUCHERS

MOTION: Motion by McKenzie, seconded by Surnow, to approve the vouchers, dated May 4, 2023.

VOTE: Yeas: Astrein, Eid, Hussey, Kay, Lipari, Markus, McKenzie, Pohlod, Quintal, Roberts, Surnow

Nays: none

Absent: none

6. PRESENTATIONS

a. Business Anniversaries

i. Village Players

Pohlod recognized Village Players for 100 years in Birmingham, which makes them the third oldest theater in Michigan.

ii. The Community House

Pohlod presented Hunt with a gift basket and items recognizing their 100 years in business in Birmingham.

b. Employee Anniversary Recognition – Melinda Comerford

Pohlod thanked Comerford for her 30 years of service to the BSD. Comerford shared that she has loved growing with the BSD. Astrein commended Comerford for all that she has done behind the scenes for the organization.

c. Wayfinding – Dupuis

Dupuis reported that the hired consultants toured the city a couple of weeks ago. They are a smaller firm from Traverse City that specializes in local government wayfinding, Corbin Design. They are focused on three tasks – analysis, design concepts, and prepare a plan. Their contract ends in December.

d. Business Mix Analysis

McKenzie shared three primary recommendations from the Business Mix Analysis report:

- Recruit businesses that drive daily traffic (fast casual dining would be a good fit in this category)
- Work to recruit and fill-in gaps, this may be from regional retailers as opposed to national. Encouraging successful retailers from other cities to also open in Birmingham could accomplish this.
- Work with property owners and brokers to try to influence which types of stores and restaurants they try to recruit.

McKenzie explained how the committee had looked at other similar locations to compare the ratios of things like retailer to restaurant, local vs. national, etc., and Birmingham is similar to many of the comparables used.

The committee recognized the need for a balance of national versus local establishments and identified some areas that may require extra focus. The group discussed the printed reports and commented on the subjectivity of the categories and classifications. Some categories mentioned that the committee feels are at capacity are jewelry, home goods, and salons.

Now that there is a base report, the committee will work to update it quarterly or every six months.

Parking Report – Astrein

Astrein shared that the Advisory Parking Committee is recommending that parking fines be increased from \$10 to \$20 and that after five in one calendar year they go up to \$100 per violation. In addition, monthly permit rates are increasing in all of the City structures to help cover the cost of ongoing renovations.

Roberts expressed his concern with the increase on parking fines.

7. NEW BUSINESS

a. Committee Appointments

Sheppard-Decius explained that with the new by-laws now in place, the BSD should officially appoint all of the committee members as well as a few new additions. Hockman's name was inadvertently left off the list for Business Development, Carlie Quezada and Angela Thomas would like to be considered for the Business Development Committee.

Surnow and Quintal both spoke highly of Thomas and recommended her approval for the committee.

MOTION: Motion by Kay, seconded by Quintal, to approve the slate of committee members and committee chairpersons as presented and to approve the addition of Hockman to the Business Development Committee.

VOTE: Yeas: Eid, Hussey, Kay, Lipari, Markus, Pohlod, Quintal, Roberts, Surnow

Nays: none

Absent: Astrein, McKenzie

8. Old Business

6. REPORTS

a. EXECUTIVE DIRECTOR REPORT - SHEPPARD-DECIUS

Sheppard-Decius shared that City Commission will be presenting a proclamation honoring Astrein's for being a part of the City for 50 years. The BSD will recognize Astrein's at the June board meeting.

b. COMMITTEE REPORTS:

SPECIAL EVENTS – HUSSEY

Hussey reported that the committee has been working on plans for the Rosé Soirée. Sheppard-Decius added that the Farmers Market opens this Sunday and will run every Sunday through the end of October.

MARKETING & ADVERTISING - POHLOD

Pohlod reported that the new layout for the Spring Fashion Guide is now available.

MAINTENANCE/CAPITAL IMPROVEMENTS – LIPARI

Lipari shared that they are looking into alley improvements and that they discussed short-term parking issues with Aaron Ford, the City's Parking System Manager. Power washing is scheduled for after the fair. Sheppard-Decius added that improvements to the Pierce St. alley are scheduled for next spring.

BUSINESS DEVELOPMENT - MCKENZIE

McKenzie shared that the Business Mix Analysis was finalized and presented. Two potential committee members attended the last meeting and shared new perspectives. The committee would like to prepare more materials to assist brokers.

EXECUTIVE COMMITTEE REPORT - POHLOD

No report given.

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 – 9:58 A.M.

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

Amy Pohlod, BSD Board Chair

Date

Birmingham Principal Shopping District Board

Voucher List For: 06/01/2023

Early Release	Vendor	Description	Account	Amount
	21ST CENTURY MEDIA-MICHIGAN	GENERAL ADVERTISING	MARKETING & ADVERTISING	750.00
	AMAZON CAPITAL SERVICES INC	SUPPLIES FOR MOVIE NIGHT	SPECIAL EVENTS	403.95
	BEIER HOWLETT P.C.	MISC LEGAL FEES	LEGAL SERVICES	231.00
	BILL LOIZON	VOLUNTEER MEALS AT BFM	SPECIAL EVENTS	15.00
	C & G PUBLISHING INC.	ROSE SOIREE STICK ON NOTES	MARKETING & ADVERTISING	2,453.70
	DENNIS FARAC	PERFORMANCE AT BFM 7/16	SPECIAL EVENTS	200.00
	DRUM DANCER RECORDS INC	PERFORMANCE AT BFM 7/23	SPECIAL EVENTS	400.00
	EMILY JOY HOWARD	PERFORMANCE AT BFM 6/25	SPECIAL EVENTS	200.00
	HOUR MEDIA LLC	ADVERTISING FOR ROSE` SOIREE`	MARKETING & ADVERTISING	3,990.00
	JAIMI BROOK	MISC SUPPLIES FOR MOVIE NIGHT	SPECIAL EVENTS	234.97
	KAITLIN RIDGWAY	PERFORMANCE AT BFM 6/11	SPECIAL EVENTS	200.00
	MIA CHARARA	REFUND FOR BFM	SPECIAL EVENTS	90.00
	MICHELLE FRANCIS	WATERCOLOR PRINTS	WATERCOLOR PRINTS	2,380.00
	MILES PARTNERSHIP LLLP	WEBSITE MAINTENANCE	WEB SITE MAINTENANCE	1,752.50
	MY CONCIERGE MICHIGAN, LLC	PRINT SUMMER EVENTS AND BFM	MARKETING & ADVERTISING	2,321.00
	NATIONAL PEN CO., LLC	TOTE BAGS FOR FARMERS MARKET	SPECIAL EVENTS	1,252.45
	ROBERT MONTELEONE	PERFORMANCE AT BFM 7/30	SPECIAL EVENTS	200.00
	SHARON THE FUN	BALLOON COLUMNS FOR OPENING DAY AT BFM	SPECIAL EVENTS	350.00
	SIGNS-N-DESIGNS INC	KID ZONE BANNER FOR FARMERS MARKET	MARKETING & ADVERTISING	905.00
	SP+ CORPORATION	MONTHLY EMPLOYEE PARKING	OTHER CONTRACTUAL SERVICE	250.00
	STEVE TAYLOR MUSIC	PERFORMANCE AT BFM 7/9	SPECIAL EVENTS	200.00
	TEXTMYGOV	SOFTWARE MANAGEMENT AND SUPPORT MAY 2022-APRIL 2023	PUBLIC RELATIONS	1,916.67
	WORRY FREE INC	FLORAL HANGING BASKETS PAY 2 OF 2	FLORAL HANGING BASKETS	7,200.00
*	MARGARET SCHMALTZ	PERFOMANCE AT BFM 5/14	SPECIAL EVENTS	200.00
*	MARGARET SCHMALTZ	PERFOMANCE AT BFM 6/4	SPECIAL EVENTS	200.00
*	CITY OF BIRMINGHAM	CRISTINA PARKING	OPERATING SUPPLIES	2.00
*	DOLLAR TREE	PINWHEELS FOR SPRING STROLL	SPECIAL EVENTS	195.00

Birmingham Principal Shopping District Board**Voucher List For:** 06/01/2023

Early Release	Vendor	Description	Account	Amount
*	EXPEDIA	TRAVEL EXPENSES FOR ICSC	CONFERENCES & WORKSHOPS	663.86
*	FACEBOOK/META HEADQUARTERS	BOOSTED POSTS FOR SPRING STROLL AND FARMERS MARKET	MARKETING & ADVERTISING	335.85
*	FEDEX OFFICE	SALES TAX REFUND	TENANT RECRUITMENT	459.00
*	MICHAELS STORES, INC #2861	SUPPLIES FOR BUSINESS ANNIVERSARIES	TENANT RECRUITMENT	190.30
*	OAKLAND COUNTY	OAKLAND COUNTY ECONOMIC OUTLOOK LUNCHEON	CONFERENCES & WORKSHOPS	65.00
*	ORIENTAL TRADING CO INC	GIVEAWAY ITEMS FOR SPRING STROLL	SPECIAL EVENTS	384.06
*	SIGNUP GENIUS	REFUND FOR AUTO PAY	SPECIAL EVENTS	0.00
Total:				\$ 30,591.31

Journal Entries

Dog Waste Depot - dog waste bags	\$	443.91
City of Birmingham - Cruise event app fee		165.00
Total Journal Entries	\$	608.91
TOTAL VOUCHERS AND JOURNAL ENTRIES	\$	31,200.22
		=====

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

Board Chair _____ **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

(Please print clearly)

Committee of Interest Business Development, Marketing

Name Carlie Quezada

Phone [REDACTED]

Residential Address [REDACTED] Greenleaf Drive, Royal Oak, MI 48009

Email [REDACTED]

Business Address 215 N Old Woodward, Birmingham, MI 48009

Occupation Business Owner, Supernatural

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

I grew up in Birmingham and have a strong personal interest in seeing it attract and retain businesses that contribute to its unique character. As a business owner, I care deeply about this as well. My professional background before opening my shop in 2017 was in design, marketing, and community engagement.

List your related employment experience Related to business development, I have been a business owner in Downtown Birmingham for over 5 years. I have had two locations in Birmingham in that time and have intimate knowledge of negotiating leases, dealing with city regulations, and have managed to survive not only COVID but three rounds of major construction, and opening another location in Los Angeles. Related to marketing, beyond obviously marketing my own business, I worked for MOCAD as the PR coordinator, at various global ad agencies in production (which involves both creative and the business side), and as a project manager at a local design firm specializing in social justice & other creative organizations.

List your related community activities I have been less involved in community activities but eager to do so by participating more actively in the BSD. Since opening in 2017, I have been to probably 90% of the merchant meetings and also attended the City's strategic planning community meetings.

List your related educational experience I have a degree in both History of Art and Criminal Psychology from the University of Michigan.

With this educational background, I have a sharp analytical approach to creative problem solving, as well as a sophisticated eye/ear for visuals and messaging, and their connection to larger political, social, creative, and other concepts.

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

April 27, 2023

Date

Special Events Committee Meeting Minutes
151 Martin Street, Conference Rooms 202 & 203
May 12, 2023 at 8:30am

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

In Attendance: R. Astrein (Chairperson), Z. Kay (co-chair), K. Cummings, S. Lipari, D. Lilley

Staff: C. Sheppard-Decius, J. Brook, N. Gerkey

Guests:

Absent: D. Fehan, B. Hussey

Public Comment: none

Approval of Minutes: Motion by Kay, seconded by Lipari to approve the minutes dated April 14, 2023.

Yeas: R. Astrein, Z. Kay, K. Cummings, S. Lipari, D. Lilley

Nay: none

Spring Stroll Recap

Brook reported that Spring Stroll was a success, complete with great weather, 270 registrations, 65 walk ups, 29 participating stores, and 250 samples of Cooper Street Cookies handed out. She added that there were quite a few new stores that participated this year from last year, including Anthropologie, Ethan Allen, and Hagopian. Brook also stated that the cost of the event was around \$2,500, but there was a \$2,000 sponsorship so the event was close to breaking even. Brook reported that the merchants provided relatively good feedback about the event in an informal survey.

Rosé Soirée

Brook reported that there are currently seven restaurants participating in the Rose Soiree, including Hazel's, Forest, Streetside Seafood, Bella Piatti, Mare Mediterranean, Madam at the Daxton, and Phoenicia. Sheppard-Decius mentioned that Social is reportedly going to be joining as well. Brook is waiting to hear back from Bank of Ann Arbor to confirm sponsorship. Sheppard-Decius reported that there will be social media posts, as well as digital ads and a press release, in terms of advertising. She stated that having at least 10 participating restaurants is the goal for this event.

Restaurant Story Features

Sheppard-Decius reported that she met with Bureau Detroit to get costs for potential restaurant features. She said it would cost \$2,500 a month for video only of a business, and Metromode would cost \$2,000 with no video. There is a \$15,000 budget for this promotion. The committee agreed that the cost is high, especially for only featuring one business. The committee decided to focus on different industries within Birmingham as opposed to individual businesses, such as restaurants, salons/spas/gyms, retail, offices, and design. This topic will be discussed in the Marketing Committee meeting on May 18, 2023 at 8:30 a.m. for further discussion.

Goals and Objectives

Late Night Shopping

Sheppard-Decius suggested reaching out to merchants to see the receptiveness to a late night shopping day on a Thursday later in the summer/early fall. Cummings mentioned that she would talk to merchants to garner interest. Sheppard-Decius stated that she would bring it up at the merchant meeting, Tuesday, May 16, at 4 p.m. Kay noted that if stores are staying open late on a Thursday that it would need to revolve around some type of activity to attract interest and participation.

Strategic Planning

Sheppard-Decius stated that moving forward, there should be a focus on expanding the Birmingham Shopping District's efforts into different districts, such as planning an event in the Triangle District, or North Old Woodward – this will be revisited at a later date. She also noted that utilizing Birmingham Bucks should be encouraged, and to move away from discount incentives. Sheppard-Decius encouraged that the BSD be involved with other local organizations for future collaborations.

Dream Cruise, Art Walk, Other

Lilley suggested a promotion of restaurants and hotels for the Dream Cruise event in attempts to bring more people to the downtown area. He added that there should be dining guides and hotel guides on the website under the event details. Art walk will be discussed at the June meeting. Kay suggested that at the next committee meeting that a new event is discussed.

Meeting adjourned at 9:54 am

NEXT MEETING: Friday, June 9, 2023 at 8:30am

Drafted by:	J. Brook
Reviewed by:	C. Sheppard-Decius
5/25/23	

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

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

Absent: S. Eid

The meeting was called to order at 8:40 a.m.

There was no public comment.

Approval of Minutes: Motion by Lundberg, seconded by Pohlod, to approve the minutes dated April 20, 2023.

Social Media and Website Metrics – April Data: Bassett presented the April Social Media and Website Analytics report. Month over month, some metrics were down as a result of less paid impressions. Bassett explained that social media was performing well year over year, with an uptick in engagement on Instagram due to the spring fashion shoot behind the scenes reel. Web users and page views were up about 30% in comparison to the prior month and relatively steady in comparison to the previous year. Social media reach and engagement and website traffic are expected to increase with upcoming spring and summer advertising.

The Committee brainstormed ways to increase engagement and followers on Instagram partnering with merchants to create giveaways including:

- Themed Gift Baskets starting with Father's Day
- Month of Giveaways

Spring/Summer Event Video Edits:

The Committee approved the edits for advertising.

Business Feature Stories:

The Committee reviewed the Bureau Detroit proposal and are interested in potentially moving forward with this project in FYE 2024, starting with approximately five videos. Pohlod requested Sheppard-Decius schedule a Committee Chair meeting in June to further discuss project budgeting and direction. The Committee briefly brainstormed the following topics for the videos:

- Activity: Girls Day/Night, Date Night, Family/Kids Outing, Day Trip
- Business Sectors/Industries: Home, Women's and Men's Apparel, Spa/Salon, Specialty Gifts, Entertainment, etc...
- Recruitment: Interview Businesses Operating in Birmingham
- Tourism: Stay with Us

Digital Marketing Proposals:

The Committee reviewed the proposals and recommended moving forward with a recommendation to the Board. Staff will prepare a summary to present to the Executive Committee on May 24.

Niche Marketing:

- **Rosé Soirée:** Staff provided an update on advertising and restaurant engagement
- **Thursday Nights:** The Committee discussed merchant feedback regarding a promotion that would include staying open later (until approximately 7 or 8 p.m.) one Thursday per month or a consecutive series, potentially starting during the holiday season. Merchants showed interest if the BSD were to provide additional festivities like roasted chestnuts or hot chocolate, live music, etc...
- **Sunday Funday:** The BSD is trying to determine which retailers are open on Sundays to potentially start a Sunday promo that could draw more foot traffic downtown and encourage Farmers Market visitors to visit shops and restaurants. Current comparisons to Somerset Mall show that there are opportunities for the BSD to grow Sunday traffic.

Strategic Plan Tasks and Timelines:

The Committee meeting ended before this was discussed.

Ongoing/On-Deck:

The Committee meeting ended before this was discussed.

Drafted by:	E. Bassett
Reviewed by:	C. Sheppard-Decius
	5/25/23

April Advertising and Marketing Report

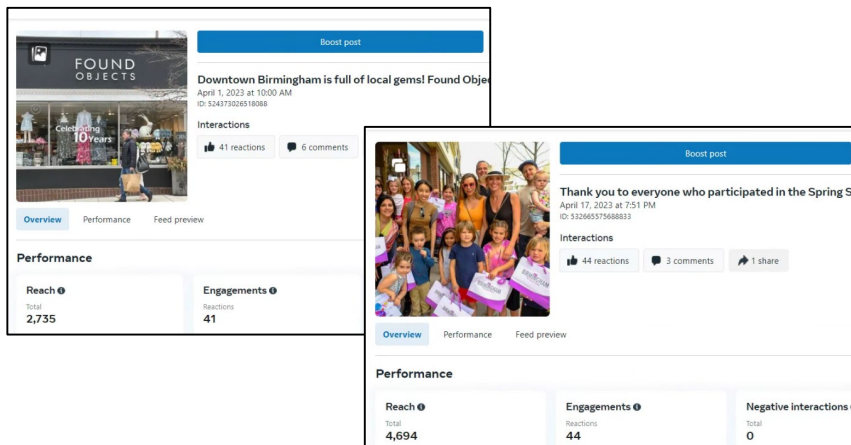
Top FACEBOOK Posts

Date Range: 4/1/2023 – 4/30/2023

Top INSTAGRAM Posts

FACEBOOK

	Current Month	Previous Month	+/-	2022 Month	+/-
Page Likes	12,625	12,569	+0.4%	--	--
Reach	14,014	28,315	-50.5%	8,266	+69.5%
Page Visits	958	1,458	-34.4%	454	+111%
New Likes	19	305	-93%	25	-24%

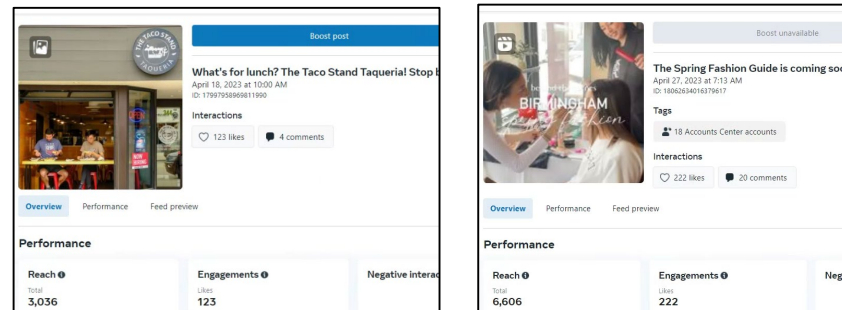


HIGHLIGHTS:

- Paid Reach 5,454 vs. 30,800 in March
- April social media focus: Spring Stroll event, spring fashion teaser, shopping and dining, and business highlights
- Month over month, reach was down 50% on Facebook and 68% on Instagram. New likes/followers were down 93% on Facebook and up 40% on Instagram. Year over year, reach was up 70% on Facebook and 142% on Instagram. The month over month reduction was likely due to less paid advertising in April.
- Website: Month over month, users were up 33% and page views up 18%. Year over year, users and views were up 31% and 11%, respectively.

INSTAGRAM

	Current Month	Previous Month	+/-	2022 Month	+/-
Page Followers	6,025	5,915	-1.9%	--	--
Reach	9,172	28,525	-67.8%	3,789	+142.1%
Profile Visits	694	596	+16.4%	469	+47.9%
New Followers	110	79	+39.2%	--	--



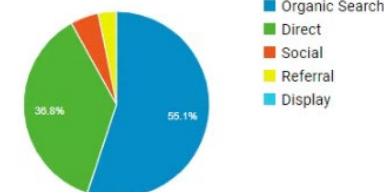
Website Performance Metrics

	Current Month	Previous Month	+/-	2022 Month	+/-
Users	6,262	4,697	+33.3%	4,752	+31.7%
Page Views	12,242	10,347	+18.31%	11,024	+11%
Bounce Rate	63.12%	53.97%	--	50.1%	--
Avg. Duration	1:18min.	1:33min.	--	1:38min.	--
Partner Referrals	538	539	0%	452	+19%

Traffic

	Pageviews	% Pageviews
1. /home	2,125	17.36%
2. /calendar	1,699	13.88%
3. /visitors/farmers-market	1,489	12.16%
4. /shops	1,196	9.77%
5. /dine	811	6.62%
6. /things-to-do	397	3.24%

Top Channels



Maintenance/Capital Improvement Committee Meeting Minutes
151 Martin Street, Conference Room 203
May 2, 2023

Chairperson Lipari called the meeting to order at 8:32 a.m.

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

Members Absent:

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

Guest: Aaron Ford

Approval of Minutes: Motion by Quintal, seconded by Fehan, to approve the minutes dated April 11, 2023.

There was no public comment.

Curbside Management - Aaron Ford, Parking Systems Manager, attended the meeting as a guest. Committee brought up the desire for 15 minute parking zones and 30 minute parking zones by the library. Ford said there is a continual problem with deliveries, uber eats, door dash using the left turn lane. Ford asked that we identify the areas where they would benefit the most for short term parking. The committee said Pierce, Henrietta and Hamilton. Fehan stated that he doesn't think it will work because people will abuse it. Ford will identify areas on a map, get with law enforcement and provide an analysis to the committee in July.

Alley Improvements – Committee talked about having good lighting and cameras will make alley's more viable. Sheppard-Decius said the MEDC RAP 2.0 grant is due June 30. She is working with engineering to come up with concepts & budgets. Fehan said it would be good to know what engineering is planning infrastructure wise. Fehan brought up dumpsters in alleys, Quintal suggested a compactor. Pohlod brought up dumpsters on Merrill questioning can dumpsters be consolidated to the City having 1 dumpster and the business use for a fee to free up space. Sheppard-Decius will send alley plans to committee.

Holiday Lighting – Sheppard-Decius reached out to Bronner's about interactive lighting. They will get back to her in about a month, there are challenges waiting for commercial grade.

Triangle District Improvements – Sheppard-Decius suggested the committee do a walk around the Triangle District for next meeting. Committee agreed and will meet behind the Fire Station.

Trees/Shrubs South of Landon – Sheppard-Decius is unsure of what the city plan is and when. She will check on this and get back to committee.

Sheppard-Decius mentioned that power washing will begin the week of June 5.

Sheppard-Decius wants committee to figure out where Maintenance Committee fits in and what can we do in updating the strategic plan goals and a timeline.

Meeting adjourned at 9:29 a.m.

Next meeting: Tuesday, June 13, at 8:30 a.m. – Regular Meeting

Drafted by: M. Comerford⁰³³
Reviewed by: C. Sheppard-Decius

Business Development Committee Meeting Minutes
151 Martin Street, Conference Room 202 & 203
May 1, 2023, at 8:00 a.m.

M. McKenzie called the meeting to order at 8:01 a.m.

In Attendance: M. McKenzie (Co-Chairperson), S. Surnow (Co-Chairperson), J. Hockman, S. Quintal,
Staff: C. Sheppard-Decius
Guests: C. Quezada, D. Gilbert, A. Thomas
Absent: N/A

Public Comment: There was no public comment.

Approval of Minutes: Motion by Surnow, second by Quintal, to approve the minutes from the March 21, 2023, Business Development Committee meeting. All ayes. Motion passes.

Business Recruitment – Business Mix Analysis & Recommendation Presentation

McKenzie stated that the purpose of the Business Mix Analysis is broken into three ideas: Improvement that gets people to visit Birmingham on a regular basis, recruiting other small businesses from other locations (Zingerman's, bookstore, etc.), and communicating the gaps to fill to landlords and brokers for the national mix. Sheppard-Decius stated that there are currently not a lot of retail spaces available, but there should be long range planning to think about the future and what will be needed, as well as tenant retention and recruitment. McKenzie added that the data shows there is room for growth, but also being mindful as to not lose the community feel by adding too many national retailers. He added that there is a need for apparel across all categories, apart from jewelry, as well as quick service lunches. Quezada added that being socially conscious about the national brands that come into Birmingham and avoiding fast fashion choices such as H & M is of the utmost importance. Thomas added that Birmingham should be a unique, sophisticated, curated collection that's different from Somerset and other places. McKenzie inquired about other tools to share information with businesses, and Sheppard-Decius recommended utilizing the Placer.ai data to share with individuals about the traction of Birmingham, potentially inviting brokers and landlords to a lunch to understand the data.

Community Survey

Sheppard-Decius stated that the committee is looking to create a community survey via Engage to understand what people are looking for in Downtown Birmingham. The committee agreed that the survey will be directed to residents, merchants, and employees. The committee agreed that the survey should be short (5 questions or less) and will consist of the following ideas:

1. Do you live/work in town, if not, how often are you in town?
2. Collecting the demographic of survey respondents
3. Retail section, services section, restaurant section
4. What's prohibiting you from frequenting the downtown area more often?
5. What do you do when you come into town? Shop, eat, etc?

The questions will be finalized and discussed further in the next committee meeting.

Business Marketing – Retail Market Profile

Retail Market Profile: Sheppard-Decius stated that she updated the retail market profile so when connecting with brokers and potential stores they have the data of the business mix and understand the strength of the market of Birmingham. Thomas recommended a space availability report and mapping program. There was also a recommendation to connect Placer.ai to this data as well.

Organizational Items - Action Plan

Sheppard-Decius recommended creating an action plan to dive deeper into benchmarks, goals, and timeline to accomplish these goals. McKenzie suggested the format of goal setting with creating a number of businesses to reach out to per quarter, or per month. This will be discussed more in-depth at the next committee meeting.

Other Business

The committee agreed to move the next Business Development meeting from May 23, 2023, to May 30, 2023, due to ICSC Las Vegas convention.

Meeting ended at 9:32am

NEXT MEETING DATE – May 30, 2023, at 8:30 a.m.

Drafted by: N. Gerkey
Reviewed by: C. Sheppard-Decius
5/26/23

MONTHLY PARKING PERMIT & ACTIVITY REPORT										
For the month of: April										
Date Compiled: May 12, 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	826	945	522	839	1060					4192
Garage permits canceled in month	4	2	0	61	10					77
Garage permits added in month	5	1	3	20	13					42
Total Garage permits end of month	827	944	525	798	1063					4157
Garage permits available	52	101	11	183	305					652
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						144	18	3	5	170
Hangtags available						33	22	5	25	85
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	372	402	352	0	0					1126
people on waitlist	173	93	74	0	0					
Data from peak period of 2pm 4/11/2023	Pierce	Park	Peabody	N.Old Wood	Chester					Total
Transient parker occupied	223	223	303	146	80					975
Monthly parker occupied	298	315	259	360	518					1750
Total parker occupied	521	538	562	506	598					2725
Total spaces available at	185	273	-125	239	282					854
Percentage occupied	74%	66%	129%	68%	68%					76%

SP+ PARKING

Birmingham Parking System Transient & Free Parking Analysis Month of April 2023

March 2023

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE
PEABODY	22131	13220	\$31,028.00	60%
PARK*	8853	4188	\$20,908.00	47%
CHESTER	5114	2341	\$9,066.00	46%
WOODWARD*	4210	1484	\$14,099.00	35%
PIERCE	20373	8895	\$67,913.00	44%

TOTALS	60,681	30,128	\$ 143,014.00	50%
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PAYING CARS	AV. RATE
8,911	\$ 3.48
4,665	\$ 4.48
2,773	\$ 3.27
2,726	\$ 5.17
11,478	\$ 5.92

30,553	\$ 4.46
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April 2023

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE
PEABODY	19013	11348	\$25,030.00	60%
PARK	16292	8484	\$33,172.10	52%
CHESTER	4528	2260	\$8,594.00	50%
WOODWARD	10071	5096	\$21,450.00	51%
PIERCE	19533	8778	\$63,562.05	45%

TOTALS	69,437	35,966	\$ 151,808.15	52%
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PAYING CARS	AV. RATE
7,665	\$ 3.27
7,808	\$ 4.25
2,268	\$ 3.79
4,975	\$ 4.31
10,755	\$ 5.91

33,471	\$ 4.30
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Month over Month

BREAKDOWN:

TOTAL CARS	14%
FREE CARS	19%
CASH REVENUE	6%

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
REGULAR MEMBERS																	
Richard Astrein	P	P	A	Ae	P										3	2	60%
Samy Eid	A	P	P	P	P										4	1	80%
Beth Hussey	P	P	P	P	P										5	0	100%
Zachary Kay	P	P	P	P	P										5	0	100%
Sarvy Lipari	P	P	P	Ae	P										4	1	80%
Tom Markus	P	A	P	P	P										4	1	80%
Mike McKenzie	P	P	P	P	P										5	0	100%
Amy Pohold	P	P	P	P	P										5	0	100%
Steve Quintal	P	P	P	P	P										5	0	100%
Bill Roberts	P	P	P	P	P										5	0	100%
Sam Surnow	A	P	P	P	P										4	1	80%
Reserved															0	0	#DIV/0!
Reserved															0	0	#DIV/0!
Present or Available	9	10	10	9	11	0	0	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
JUNE 2023

<u>BSD BOARD</u>	<u>THURS 6/1 @ 8:00 AM – COMMUNITY HOUSE</u>
<u>MAINTENANCE/CAPITAL IMPROVEMENTS</u>	<u>TUES 6/13 @ 8:30 AM – CITY HALL</u>
<u>SPECIAL EVENTS</u>	<u>FRI 6/9 @ 8:30 AM – CITY HALL</u>
<u>MARKETING/ADVERTISING</u>	<u>THURS 6/15 @ 8:30 AM. – CITY HALL</u>
<u>BUSINESS DEVELOPMENT</u>	<u>TUES 6/27 at 8:30 AM – CITY HALL</u>
<u>EXECUTIVE</u>	<u>WEDS 6/28 at 8:30 am – CITY HALL</u>
<u>QUARTERLY COMMITTEE HEAD</u>	<u>TBD</u>

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).