



Birmingham Shopping District Agenda
Thursday, January 8, 2026, 8:30 a.m.

The Community House
380 S 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.

Call to order and Roll Call of Board

1. Recognition of Visitors
2. Receive and File Finance Reports (pg. 3-7)
3. Consent Agenda
 - a. Approval of BSD Board Minutes – December 4, 2025 (pg. 8-12)
 - b. Approval of Vouchers – December 2025 (pg. 13-15)
 - c. Absence Waivers – Lundberg, Taddei
4. New Business
 - a. BSD Board Officer Elections – Chair, Vice Chair, Secretary
 - b. BSD Executive Committee Appointments
 - c. Fiscal Year End 2027 Budget Draft (pg. 16-21)
5. Presentations
6. Old Business
7. Reports
 - a. Committee Reports: (pg. 22-38)
 - i. Special Events – Kay
 - ii. Marketing and Advertising – Lundberg
 - iii. Maintenance and Capital Improvements – Lipari
 - iv. Business Development – Surnow
 - v. Executive Board – Pohlod
 - b. Wayfinding Committee – Fehan
 - c. Advisory Parking Committee – Taddei
 - d. Executive Director Report – Bassett (pg. 1-2)
8. Information: Other Announcements, Attendance, & Monthly Meeting Schedule (pg. 39-41)
9. Board Member Comments
10. Public Comments
11. Adjournment

Birmingham Shopping District Mission Statement

The BSD plans, promotes and supports a vibrant Downtown Birmingham experience for the community and visitors by engaging and leading a convergence of thriving businesses, property owners and residents.

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) 644-3405 (for the hearing impaired) at least one day before the meeting to request help in mobility, visual, hearing, or other assistance.



BIRMINGHAM

SHOPPING DISTRICT

BOARD AGENDA OVERVIEW

January 8, 2026

TO: BSD Board of Directors
FROM: BSD Executive Director, Erika Bassett

Finance Reports

File and receive the financial reports for the period ending November 30, 2025.

Consent Agenda Items

Motion: To approve the consent agenda for January 8, 2026, as presented.

- a. Minutes
Minutes from the December 4, 2025, BSD Board of Directors meeting are attached for your review and approval.
- b. Approval of Payable Vouchers
Attached are the payable vouchers for your review and approval for December 2025.

New Business

- a. BSD Board Officer Elections – Chair, Vice Chair, Secretary
- b. BSD Executive Committee Appointments
- c. Fiscal Year End 2027 Budget Draft

Presentations

Old Business

Executive Director Report

Budget:

Planning for the fiscal year 2027 budget is underway. The general timeline is as follows:

- January 8, 2026: Preliminary budget draft presented to BSD Board
- January 9, 2026: Draft of operating budget and proposals to Finance
- February 10-13, 2026 : Department budget meetings with Finance and City Manager
- April 25, 2026: City Commission budget hearing



BIRMINGHAM

SHOPPING DISTRICT

2026 Assessment/2025 Year in Review:

The BSD has been working closely with the Treasurer's Office to prepare for the January 2026 assessment mailing. The BSD is finalizing the 2025 *Year in Review*, which will be included in the mailing.

Long Range Planning:

The BSD is preparing to present at the City Commission Long Range Planning meeting on January 24, 2026. The 15-minute presentation will include a brief overview of the BSD and progress since the 2025 presentation, as well as key areas of focus in 2026 including alley enhancements, and marketing projects/initiatives.

Upcoming Special Events:

- **BRRmingham Blast: January 24, 2026, 10 a.m. – 6 p.m.**
The third annual BRRmingham Blast features free entertainment including a 300'-long zip line, magic shows, performances and more, as well as a variety of foods trucks and free marshmallow roasting.
- **2026 Event Calendar:** The 2026 Event Calendar is included in the Board packet for reference.

Marketing and Public Relations:

- **Social Media:** We plan to kick off the new social media project the week of January 5, 2026. Preliminary meetings have been held with Saturday Social in December.
- **Advertising/Media Contracts:** We will begin reviewing FYE 2026 contracts and preparing new contracts in preparation for FYE 2027 media plans, which will begin July 1, 2026.

Fund 235.0 PRINCIPAL SHOPPING DISTRICT

GL Number	Description	Balance
*** Assets ***		
235.0-000.000-005.0000	CASH AND INVESTMENTS	1,516,929.47
235.0-000.000-036.0000	MISCELLANEOUS	18,120.00
235.0-000.000-036.9999	ALLOWANCE FOR BAD DEBT - MISCELLAN	1,457.45
235.0-000.000-047.0902	PSD 2024-2025 DELQ SAD	54,095.75
Total Assets		1,590,602.67
*** Liabilities ***		
235.0-000.000-202.0000	ACCOUNTS PAYABLE	62,267.74
235.0-000.000-255.0001	GIFT CERTIFICATES	600.00
235.0-000.000-362.0300	DEFERRED INFLOWS - MISCELLANEOUS I	19,577.45
235.0-000.000-362.0800	DEFERRED INFLOWS - DELQ SPECIAL AS	54,095.75
Total Liabilities		136,540.94
*** Fund Balance ***		
235.0-000.000-390.0000	RETAINED EARNINGS	1,836,578.04
Total Fund Balance		1,836,578.04
Beginning Fund Balance		1,836,578.04
Net of Revenues VS Expenditures		(382,516.31)
Ending Fund Balance		1,454,061.73
Total Liabilities And Fund Balance		1,590,602.67

PERIOD ENDING 11/30/2025

GL NUMBER	DESCRIPTION	2024-25		2025-26		ACTIVITY FOR	YTD BALANCE	% BDGT	ENCUMBERED
		AMENDED BUDGET	END BALANCE	AMENDED BUDGET	MONTH	11/30/25			
Revenues									
Dept 000.000									
USE OF FUND BALANCE									
235.0-000.000-400.0000	APPROP FUND BAL/RET EARN	62,619.17	0.00	123,770.01	0.00	0.00	0.00	0.00	0.00
USE OF FUND BALANCE		62,619.17	0.00	123,770.01	0.00	0.00	0.00	0.00	0.00
SPECIAL ASSESSMENTS									
235.0-000.000-451.0235	FUTURE SPECIAL ASSESSMENTS - F	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-000.000-452.0901	PSD 2023-2024	59,550.00	63,730.60	0.00	0.00	0.00	0.00	0.00	0.00
235.0-000.000-452.0902	PSD 2024-2025	1,143,160.00	1,163,811.88	69,720.00	0.00	10,747.77	15.42	0.00	0.00
235.0-000.000-452.0903	PSD 2025-2026	0.00	0.00	1,184,350.00	0.00	0.00	0.00	0.00	0.00
235.0-000.000-474.0000	SPECIAL ASSESSMENT INTEREST	0.00	116.13	0.00	0.00	0.00	0.00	0.00	0.00
SPECIAL ASSESSMENTS		1,202,710.00	1,227,658.61	1,254,070.00	0.00	10,747.77	0.86	0.00	0.00
FEDERAL GRANTS									
235.0-000.000-528.0000	OTHER FEDERAL GRANTS	0.00	0.00	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	0.00	0.00
LOCAL CONTRIBUTIONS									
235.0-000.000-583.0005	OAKLAND COUNTY	0.00	5,000.00	0.00	0.00	0.00	0.00	0.00	0.00
LOCAL CONTRIBUTIONS		0.00	5,000.00	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	25,000.00	25,000.00	25,000.00	25,000.00	100.00	0.00	0.00
CHARGES FOR SERVICES		25,000.00	25,000.00	25,000.00	25,000.00	25,000.00	100.00	0.00	0.00
INTEREST AND RENT									
235.0-000.000-665.0001	INVESTMENT INCOME	36,000.00	79,611.17	46,900.00	0.00	18,108.81	38.61	0.00	0.00
INTEREST AND RENT		36,000.00	79,611.17	46,900.00	0.00	18,108.81	38.61	0.00	0.00
OTHER REVENUE									
235.0-000.000-674.0009	PROCEEDS FROM FUNDRAISING	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-000.000-676.0001	CONTR FROM PRIVATE SOURCE	230,000.00	267,202.87	230,000.00	24,116.00	138,075.00	60.03	0.00	0.00
235.0-000.000-677.0001	SUNDRY & MISCELLANEOUS	0.00	138.40	0.00	0.00	0.00	0.00	0.00	0.00
OTHER REVENUE		230,000.00	267,341.27	230,000.00	24,116.00	138,075.00	60.03	0.00	0.00
Total Dept 000.000		1,556,329.17	1,604,611.05	1,679,740.01	49,116.00	191,931.58	11.43	0.00	0.00
TOTAL REVENUES		1,556,329.17	1,604,611.05	1,679,740.01	49,116.00	191,931.58	11.43	0.00	0.00
Expenditures									
Dept 175.000 - PUBLIC RELATIONS									
PERSONNEL SERVICES									
235.0-175.000-702.0001	SALARIES & WAGES DIRECT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-702.0002	OVERTIME PAY	0.00	0.00	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	0.00	0.00
235.0-175.000-711.0000	LABOR BURDEN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0001	FICA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0002	HOSPITALIZATION	0.00	0.00	0.00	0.00	0.00	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	0.00	0.00

PERIOD ENDING 11/30/2025

GL NUMBER	DESCRIPTION	ACTIVITY FOR						
		2024-25 AMENDED BUDGET	END BALANCE 06/30/2025	2025-26 AMENDED BUDGET	MONTH 11/30/25	YTD BALANCE 11/30/2025	% BDGT USED	ENCUMBERED YEAR-TO-DATE
Expenditures								
235.0-175.000-711.0005	DENTAL/OPTICAL	0.00	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	0.00
235.0-175.000-711.0007	WORKER'S COMPENSATION	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0012	RETIREMENT DEFINED CONTRIBUTIC	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0013	RET HLTH SVGS CONTR EMPLR	0.00	0.00	0.00	0.00	0.00	0.00	0.00
PERSONNEL SERVICES		0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 175.000 - PUBLIC RELATIONS		0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dept 441.005 - DOWNTOWN MAINTENANCE								
PERSONNEL SERVICES								
235.0-441.005-702.0001	SALARIES & WAGES DIRECT	39,370.00	69,060.01	60,300.00	3,618.62	27,567.47	45.72	0.00
235.0-441.005-702.0002	OVERTIME PAY	24,730.00	26,718.32	30,180.00	1,254.05	12,045.17	39.91	0.00
235.0-441.005-702.0003	LONGEVITY	170.00	187.50	200.00	0.00	0.00	0.00	0.00
235.0-441.005-702.0004	HOLIDAY PAY	0.00	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	0.00
235.0-441.005-711.0001	FICA	4,920.00	7,106.51	6,940.00	357.98	2,944.09	42.42	0.00
235.0-441.005-711.0002	HOSPITALIZATION	10,740.00	23,105.38	19,250.00	333.36	7,446.69	38.68	0.00
235.0-441.005-711.0003	LIFE INSURANCE	170.00	349.82	250.00	17.79	129.65	51.86	0.00
235.0-441.005-711.0004	RETIREE HEALTH CARE CONTRIBUTI	4,230.00	4,218.71	540.00	43.08	215.40	39.89	0.00
235.0-441.005-711.0005	DENTAL/OPTICAL	610.00	1,406.65	1,360.00	29.43	202.61	14.90	0.00
235.0-441.005-711.0006	ST/LT DISABILITY INSURANCE	600.00	828.20	850.00	43.80	348.96	41.05	0.00
235.0-441.005-711.0007	WORKER'S COMPENSATION	1,160.00	1,733.88	1,790.00	102.93	749.18	41.85	0.00
235.0-441.005-711.0008	SICK TIME PAYOUT	0.00	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	0.00
235.0-441.005-711.0010	RETIREMENT (DB) ER CNTB	7,700.00	7,691.04	8,560.00	713.25	3,566.25	41.66	0.00
235.0-441.005-711.0011	HRA CONTRIBUTIONS	70.00	69.00	70.00	0.00	0.00	0.00	0.00
235.0-441.005-711.0012	RETIREMENT DEFINED CONTRIBUTIC	5,400.00	8,269.16	7,980.00	479.82	3,798.68	47.60	0.00
235.0-441.005-711.0013	RET HLTH SVGS CONTR EMPLR	670.00	2,622.58	1,480.00	141.71	1,087.64	73.49	0.00
PERSONNEL SERVICES		100,540.00	153,366.76	139,750.00	7,135.82	60,101.79	43.01	0.00
OTHER CHARGES								
235.0-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	36,190.00	39,802.76	37,100.00	3,822.56	24,583.48	66.26	0.00
OTHER CHARGES		36,190.00	39,802.76	37,100.00	3,822.56	24,583.48	66.26	0.00
Total Dept 441.005 - DOWNTOWN MAINTENANCE		136,730.00	193,169.52	176,850.00	10,958.38	84,685.27	47.89	0.00
Dept 720.000 - PRINCIPAL SHOPPING DISTRICT								
PERSONNEL SERVICES								
235.0-720.000-702.0001	SALARIES & WAGES DIRECT	321,420.00	330,582.66	347,040.00	24,084.57	138,949.69	40.04	0.00
235.0-720.000-702.0002	OVERTIME PAY	1,500.00	414.43	1,600.00	0.00	0.00	0.00	0.00
235.0-720.000-702.0003	LONGEVITY	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-720.000-703.0000	ADMINISTRATION COST	0.00	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	0.00
235.0-720.000-711.0001	FICA	24,590.00	24,592.56	26,680.00	1,800.27	10,369.47	38.87	0.00
235.0-720.000-711.0002	HOSPITALIZATION	70,710.00	45,853.30	57,140.00	3,442.00	17,069.20	29.87	0.00
235.0-720.000-711.0003	LIFE INSURANCE	580.00	944.03	610.00	72.34	376.17	61.67	0.00
235.0-720.000-711.0004	RETIREE HEALTH CARE CONTRIBUTI	6,540.00	6,423.00	0.00	0.00	0.00	0.00	0.00
235.0-720.000-711.0005	DENTAL/OPTICAL	1,470.00	0.00	1,680.00	0.00	0.00	0.00	0.00
235.0-720.000-711.0006	ST/LT DISABILITY INSURANCE	1,050.00	1,039.74	1,100.00	87.24	453.68	41.24	0.00
235.0-720.000-711.0007	WORKER'S COMPENSATION	1,190.00	1,058.23	1,290.00	76.36	462.19	35.83	0.00

PERIOD ENDING 11/30/2025

GL NUMBER	DESCRIPTION	ACTIVITY FOR						
		2024-25 AMENDED BUDGET	END BALANCE 06/30/2025	2025-26 AMENDED BUDGET	MONTH 11/30/25	YTD BALANCE 11/30/2025	% BDGT USED	ENCUMBERED YEAR-TO-DATE
Expenditures								
235.0-720.000-711.0008	SICK TIME PAYOUT	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-720.000-711.0010	RETIREMENT (DB) ER CNTB	8,860.00	8,853.96	11,240.00	936.25	4,681.25	41.65	0.00
235.0-720.000-711.0011	HRA CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-720.000-711.0012	RETIREMENT DEFINED CONTRIBUTIC	10,460.00	(1,042.68)	10,940.00	920.90	4,788.64	43.77	0.00
235.0-720.000-711.0013	RET HLTH SVGS CONTR EMPLR	1,830.00	(2,045.73)	1,820.00	140.00	728.00	40.00	0.00
PERSONNEL SERVICES		450,200.00	416,673.50	461,140.00	31,559.93	177,878.29	38.57	0.00
OTHER CHARGES								
235.0-720.000-801.0200	LEGAL SERVICES	3,000.00	2,215.00	4,500.00	231.00	1,039.50	23.10	0.00
235.0-720.000-802.0100	AUDIT	740.00	750.00	800.00	0.00	500.00	62.50	0.00
235.0-720.000-811.0000	OTHER CONTRACTUAL SERVICE	50,000.00	2,122.01	10,000.00	0.00	4,175.00	41.75	0.00
235.0-720.000-813.0000	ADMINISTRATIVE SERVICES	0.00	0.00	30,930.00	2,577.50	10,310.00	33.33	0.00
235.0-720.000-821.0100	PHYSICAL EXAMINATIONS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-720.000-828.0300	PARKING VALET SERVICES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-720.000-829.0100	SNOW REMOVAL CONTRACT	80,000.00	64,200.00	83,000.00	10,700.00	10,700.00	77.35	53,500.00
235.0-720.000-829.0200	WEB SITE MAINTENANCE	30,100.00	35,809.99	10,000.00	0.00	6,400.00	64.00	0.00
235.0-720.000-851.0000	TELEPHONE	1,750.00	1,975.05	1,750.00	149.85	599.19	34.24	0.00
235.0-720.000-881.0000	MARKETING & ADVERTISING	191,597.01	163,313.64	201,750.01	12,472.45	64,588.62	66.90	70,390.34
235.0-720.000-882.0000	PUBLIC RELATIONS	13,500.00	4,174.10	11,000.00	0.00	0.00	0.00	0.00
235.0-720.000-883.0000	TENANT RECRUITMENT	101,357.51	30,942.67	69,200.00	4,500.00	8,655.16	18.11	3,880.00
235.0-720.000-888.0000	SPECIAL EVENTS	259,050.00	263,998.97	301,250.00	18,831.14	148,659.44	70.43	63,513.46
235.0-720.000-901.0000	PRINTING & PUBLISHING	67,500.00	25,519.98	61,000.00	1,250.00	6,250.00	24.59	8,750.00
235.0-720.000-904.0000	PRINTING PSD MAGAZINE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-720.000-933.0200	EQUIPMENT MAINTENANCE	1,200.00	1,273.55	1,500.00	335.57	335.57	22.37	0.00
235.0-720.000-935.0200	MAINTENANCE SHOPPING DIST	87,574.65	63,881.31	165,740.00	18,368.80	19,228.01	21.34	16,135.50
235.0-720.000-941.0000	EQUIPMENT RENTAL OR LEASE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-720.000-942.0000	COMPUTER EQUIPMENT RENTAL	44,630.00	44,630.04	49,650.00	4,137.50	20,687.50	41.67	0.00
235.0-720.000-944.0000	BUILDING OR FACILITY RENT	12,000.00	12,000.00	12,000.00	1,000.00	4,000.00	33.33	0.00
235.0-720.000-957.0100	TRAINING	3,000.00	2,500.00	3,000.00	0.00	0.00	0.00	0.00
235.0-720.000-957.0300	MEMBERSHIPS AND DUES	3,000.00	1,980.00	3,000.00	0.00	966.00	32.20	0.00
235.0-720.000-957.0400	CONFERENCES & WORKSHOPS	5,000.00	2,145.87	5,000.00	0.00	0.00	0.00	0.00
235.0-720.000-958.0200	EMPLOYEE PARKING	4,730.00	5,820.00	6,000.00	400.00	2,400.00	40.00	0.00
235.0-720.000-960.0400	LIABILITY INSURANCE	5,170.00	5,169.96	5,380.00	448.33	2,241.65	41.67	0.00
235.0-720.000-962.0000	MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
OTHER CHARGES		964,899.17	734,422.14	1,036,450.01	75,402.14	311,735.64	50.93	216,169.30
SUPPLIES								
235.0-720.000-727.0000	POSTAGE	1,000.00	489.93	1,800.00	0.00	0.00	0.00	0.00
235.0-720.000-729.0000	OPERATING SUPPLIES	3,500.00	3,568.26	3,500.00	0.00	148.69	4.25	0.00
235.0-720.000-799.0000	EQUIPMENT UNDER \$5,000	0.00	0.00	0.00	0.00	0.00	0.00	0.00
SUPPLIES		4,500.00	4,058.19	5,300.00	0.00	148.69	2.81	0.00
CAPITAL OUTLAY								
235.0-720.000-972.0000	FURNITURE	0.00	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	0.00
OTHER FINANCING USES								
235.0-720.000-995.0101	TRANSFER TO GENERAL FUND	0.00	0.00	0.00	0.00	0.00	0.00	0.00
OTHER FINANCING USES		0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 720.000 - PRINCIPAL SHOPPING DISTRICT		1,419,599.17	1,155,153.83	1,502,890.01	106,962.07	489,762.62	46.97	00616,169.30

PERIOD ENDING 11/30/2025

GL NUMBER	DESCRIPTION	2024-25	END BALANCE	2025-26	ACTIVITY FOR	YTD BALANCE	% BDGT	ENCUMBERED
		AMENDED BUDGET	06/30/2025	AMENDED BUDGET	MONTH 11/30/25	11/30/2025	USED	YEAR-TO-DATE
Expenditures								
TOTAL EXPENDITURES		<u>1,556,329.17</u>	<u>1,348,323.35</u>	<u>1,679,740.01</u>	<u>117,920.45</u>	<u>574,447.89</u>	<u>47.07</u>	<u>216,169.30</u>
TOTAL REVENUES - FUND 235.0		1,556,329.17	1,604,611.05	1,679,740.01	49,116.00	191,931.58	11.43	0.00
TOTAL EXPENDITURES - FUND 235.0		<u>1,556,329.17</u>	<u>1,348,323.35</u>	<u>1,679,740.01</u>	<u>117,920.45</u>	<u>574,447.89</u>	<u>47.07</u>	<u>216,169.30</u>
NET OF REVENUES & EXPENDITURES		0.00	256,287.70	0.00	(68,804.45)	(382,516.31)	100.00	(216,169.30)

City of Birmingham
Birmingham Shopping District Meeting Minutes
Thursday, December 4, 2025 - 8:30 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held on Thursday, December 4, 2025, at 8:30 a.m. at The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Ecker, Hussey, Kay, McKenzie, Pohlod, Roberts, Sharrak, Surnow, Wolf, Director Emeritus Fehan, Secretary Lipari

ABSENT: Lundberg, Taddei

ADMINISTRATION: Bassett, Brook

GUEST(S): Astrein

2. RECOGNITION OF VISITORS

3. FINANCE REPORT – BASSETT

Bassett reported that the budget continues to look good. Chavez will be in attendance next month to go over the year-end report.

The fund balance is currently over \$1.8 million. Expenses are higher at this time of year due to holiday events. Bassett met with Ecker to review expenses for downtown maintenance. The City is self-insured. Therefore, there will be fluctuations in expenses as the BSD pays a percentage of City insurance costs.

4. APPROVAL OF CONSENT AGENDA

Consent agenda consisted of the:

- a. Approval of the BSD Board minutes from November 6, 2025
- b. Approval of vouchers – November 2025
- c. Absence Waivers – Pohlod, McKenzie, Hussey

MOTION: Motion by Kay, seconded by Ecker, to approve the BSD Board minutes from November 6, 2025, vouchers from November 2025, and absence waiver for Pohlod, McKenzie, and Hussey.

**VOTE: Yeas: Ecker, Hussey, Kay, McKenzie, Pohlod, Roberts, Sharrak, Surnow, Wolf
Nays: none
Absent: Lundberg, Taddei**

Motion passed.

5. NEW BUSINESS

a. Recognition of BSD Board Appointments

Pohlod shared that Hussey and Roberts were both reappointed to the BSD board of directors at the Birmingham City Commission meeting on November 17. Their new terms will expire in 2029.

b. BSD Board Officer Elections

Pohlod explained that board officers – chair, vice-chair, and secretary, will be elected at the January meeting. Nominations for board officers should be made today.

Kay nominated Lipari to continue as secretary. Hussey seconded the nomination. Lipari accepted the nomination.

McKenzie mentioned that, although he plans to stay on the board, he does not feel that he can continue as vice-chair due to work travel.

Ecker nominated Kay for vice-chair. Hussey seconded the nomination. Kay accepted the nomination.

Hussey nominated Pohlod to continue as chair. Kay seconded the nomination. Pohlod accepted.

c. Saturday Social Agreement

The Marketing and Advertising Committee had a joint meeting with the Business Development Committee. They decided to put money together to pay for a special project for an outside vendor to manage the BSD's social media accounts.

The committees reviewed proposals from several companies and selected Saturday Social as the company they would like to hire. The contract will be for \$22,800 for January through June of 2026. The committees are looking at their budgets to see about the possibility of being able to extend the contract if things go well.

Pohlod pointed out that social media is where most advertising is being done right now.

MOTION: Motion by Surnow, seconded by Hussey, to approve a \$22,800 contract with Saturday Social to manage the BSD's social media accounts from January through June 2026.

**VOTE: Yeas: Ecker, Hussey, Kay, McKenzie, Pohlod, Roberts, Sharrak, Surnow, Wolf
Nays: none
Absent: Lundberg, Taddei**

Motion passed.

d. Committee Application

Pohlod shared that the Marketing and Advertising Committee and the Business Development Committee have been working closely together and would like to have an individual who is a member of both committees to help with communication between the two groups.

Wolf, who is already a member of the Marketing and Advertising Committee submitted an application to join the Business Development Committee.

MOTION: Motion by Surnow, seconded by McKenzie, to appoint Wolf to the Business Development Committee.

VOTE: Yeas: Ecker, Hussey, Kay, McKenzie, Pohlod, Roberts, Sharrak, Surnow, Wolf
Nays: none
Absent: Lundberg, Taddei

Motion passed.

6. PRESENTATIONS

a. Holiday Gift Guide

Bassett reported that the Holiday Gift Guide was a part of a \$15,000 partnership with Birmingham City Lifestyle magazine for yearlong advertising. Twenty-two businesses are highlighted in the guide and there is an article about self-care which recognizes some service businesses as well.

The BSD also has a partnership with HOUR Detroit. They produced a mini-gift guide that names 50 Birmingham businesses.

7. OLD BUSINESS

8. REPORTS

a. COMMITTEE REPORTS

SPECIAL EVENTS - KAY

Astrein shared that the committee discussed the BirminghamBURGER event and is looking into different voting options for next year. Hussey added that it would be difficult for anyone to try more than twenty burgers in a month. One option is to have the public vote for the top five and then have celebrity judges make the final selection.

Holiday activities began last week. It was cold for Santa Walk, but approximately 200 children still attended. Winter Markt begins tomorrow. Set-up is going well.

MARKETING & ADVERTISING - POHLOD

The committee discussed the third party social media proposals and the gift guide. Bassett added that holiday marketing will include a segment on Live in the D next week.

MAINTENANCE/CAPITAL IMPROVEMENTS - LIPARI

Lipari reported that plans are moving forward for the Willits alley. The first improvement will probably be the installation of two murals.

DRAFT

The committee also got a quote from Nick's Maintenance for watering the hanging baskets. Now that construction is complete on the Birmingham Pointe, the committee would like to invest more into the triangle district.

Holiday lights and the holiday light pole banners are all installed.

BUSINESS DEVELOPMENT - SURNOW

The committee is working to reassess its goals and objectives. The committee decided to invest \$5,000 to purchase gift cards from local businesses and then hand out the gift cards to random visitors during the Winter Markt event. This is being done to encourage attendees to visit local businesses.

Surnow shared that the committee will continue brainstorming new ideas.

EXECUTIVE COMMITTEE REPORT – POHLOD

No report.

b. WAYFINDING

No report.

c. ADVISORY PARKING COMMITTEE

No report.

DRAFT

d. EXECUTIVE DIRECTOR REPORT

Bassett thanked the board of directors for their work year round. She also thanked Astrein and Fehan for their help at Santa Walk. Bassett also recognized the BSD staff team for their efforts.

Bassett reminded board members that the Tree Lighting ceremony would be held tomorrow, Friday, December 5 at 6 p.m. and invited them to attend and to help distribute glow-wands before the ceremony starts.

Work continues on the 2026 assessment, the FYE 2027 budget and the year in review report.

The City has an RFP for help with a public/private partnership. Ecker explained that this is for a company to help pull together private interest that could redevelop public property. She mentioned that commissioners are not unified on this. So, she is not sure how, or if, it will move forward.

Fehan commended Brook for continuing to secure event sponsorships.

9. UNFINISHED BUSINESS

None.

10. INFORMATION

- a. **Retail Activity** – provided in packet
- b. **Announcements** – no new announcements
- c. **Letters, Board Attendance & Monthly Meeting Schedule** – provided in packet

11. PUBLIC COMMENTS

12. ADJOURNMENT – 9:48 A.M.

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

Amy Pohlod, BSD Board Chair

Date

DRAFT

Birmingham Principal Shopping District Board

Voucher List For: 01/08/2026

Early Release Vendor	Description	Account	Amount
21ST CENTURY MEDIA-MICHIGAN	HOLIDAY ADVERTISING	MARKETING & ADVERTISING	500.00
ALLEGRA MARKETING,	HOLIDAY POSTERS	MARKETING & ADVERTISING	98.47
AMAZON CAPITAL SERVICES INC	MISC SUPPLIES FOR WINTER MARKT	SPECIAL EVENTS	1,088.69
ART/DESIGN GROUP LTD	ARTWORK FOR HOLIDAYS	MARKETING & ADVERTISING	724.75
BEASLEY MEDIA GROUP, LLC	ADVERTISING FOR HOLIDAY AND WM	HOLIDAY	9,500.00
BEIER HOWLETT P.C.	MISC LEGAL FEES	LEGAL SERVICES	148.50
BIRMINGHAM BLOOMFIELD		MARKETING & ADVERTISING	2,555.00
CANTU-MILLER VENTURES LLC	SOCIAL MEDIA MANAGEMENT AND CONTENT CREATION	SOCIAL MEDIA MANAGEMENT - JANUARY	3,700.00
CHAT GPT	MONTHLY SOCIAL MEDIA	MARKETING & ADVERTISING	20.00
DANIEL SUTTKUS	PERFORMANCE AT BRRMINGHAM BLAST	SPECIAL EVENTS	450.00
DEERE ELECTRIC INC	ELECTRICAL PERMIT FOR WINTER MARKT	SPECIAL EVENTS	274.50
DOLLAR TREE	MISC SUPPLIES FOR HOLIDAY EVENTS	SPECIAL EVENTS	298.50
H & P PROTECTIVE SERVICES, INC.	SECURITY FOR AND WINTER MARKT	WINTER MARKT	1,724.40
HOUR MEDIA LLC	ADVERTISING FOR GENERAL AND HOLIDAYS	HOLIDAY ADVERTISING	2,295.00
IHEART MEDIA	ADVERTISING FOR HOLIDAY	HOLIDAY	4,779.98
JAIMI BROOK	MISC SUPPLIES FOR WINTER MARKT	SPECIAL EVENTS	136.82
JCC CREATIVE LLC	MONTHLY PHOTOGRAPHY SERVICES	MONTHLY PHOTOGRAPHY SERVICES	250.00
LIFESTYLE PUBLICATIONS LLC	PRINTING AND PUBLISHING	PRINTING AND PUBLISHING	2,500.00
LIL RASCALS	GIFT CARD GIVEAWAY PROMOTION	TENANT RECRUITMENT	250.00
LITTLE GUIDE LLC	ADVERTISING FOR HOLIDAY, BRRMINGHAM BLAST, MOVIE NIGHTS AND FARMERS MARKET	HOLIDAY	6,000.00
METRO PARENT PUBLISHING GROUP	ADVERTISING FOR BRRMINGHAM BLAST	BRRMINGHAM BLAST	2,250.00
MICHELLE FRANCIS	WATERCOLOR PRINTS FOR BUSINESS ANNIVERSARIES	WATERCOLOR PRINTS FOR BUSINESS ANNIVERSA	70.00
MICHIGAN RADIO NPR	HOLIDAY ADVERTISING	MARKETING & ADVERTISING	675.00
NICK'S MAINTENANCE	SNOW REMOVAL	SNOW REMOVAL	10,700.00
PARTY DREAMS RENTAL INC	WINTER MARKT TENT RENTAL	WINTER MARKT TENT RENTAL	1,968.00

Birmingham Principal Shopping District Board

Voucher List For: 01/08/2026

Early Release	Vendor	Description	Account	Amount
	PEGASUS ENTERTAINMENT INC	VIDEO AND AUDIO FOR WINTER MARKET	WINTER MARKET	5,103.00
	READ MY LIPS	GIFT CARD GIVEAWAY PROMOTION	TENANT RECRUITMENT	250.00
	SIGNS-N-DESIGNS INC	WINTER MARKET AND HOLIDAY SIGNS	SPECIAL EVENTS	1,371.50
	SMARTPACK USA	SKEWERS FOR MARSHMALLOW ROASTING	SPECIAL EVENTS	674.10
	STREETSIDE SEAFOOD	LIGHT FIXTURE INSTALLMENT REIMBURSEMENT	OTHER CONTRACTUAL SERVICE	100.00
	TARGET	GIFT CARD FOR SCHOOL PERFORMANCE AT WM	SPECIAL EVENTS	920.40
	THE GOOD DAY	GIFT CARD GIVEAWAY PROMOTION	TENANT RECRUITMENT	500.00
	THE LITTLE DONUT FACTORY, LLC	PROVIDE FREE DONUTS ON 11/29/25	SPECIAL EVENTS	995.00
	TIFFANY FLORIST	WINTER MARKET THANK YOU	SPECIAL EVENTS	354.70
	TURNER SANITATION, INC	PORTA POTTIES AND SINK STATIONS AT EVENTS	FARMERS MARKET	1,360.00
	VERIZON WIRELESS	CELL PHONE FOR ERIKA, JAIMI AND SHERI	TELEPHONE	149.85
	WXYZ/TV 7	HOLIDAY MEDIA PLAN	HOLIDAY MEDIA PLAN	1,000.00
	ZORO'S CHRISTMAS LIGHTS	HANGING GARLAND FOR WINTER MARKET	HANGING GARLAND FOR WINTER MARKET	4,000.00
*	KROGER COMPANY	MISC SUPPLIES FOR WINTER MARKET	SPECIAL EVENTS	130.08
*	VERIZON WIRELESS	CELL PHONE FOR ERIKA, JAIMI AND SHERI	TELEPHONE	149.85

Birmingham Principal Shopping District Board

Voucher List For: 01/08/2026

Early Release Vendor	Description	Account	Amount
		Total:	\$ 70,016.09
<hr/>			
Journal Entries			
	Dog Waste Depot - Paw pal bags		\$ 423.38
	City of Birmingham - postage		15.17
	City of Birmingham - employee parking		420.00
	Total Journal Entries		\$ 858.55
	TOTAL VOUCHERS AND JOURNAL ENTRIES		\$ 70,874.64
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*Items marked with an asterisk were submitted in advance and prior to board approval

Board Chair _____ **Date** _____

MARKETING COMMITTEE BUDGET - FYE2027

Event and General Marketing and Advertising						
Description	FYE2025 Actual	FYE2026 Budget	FYE2026 Actual	FYE2027 Budget	FYE2026/FYE2027 Variance	NOTES
DOTT	\$ 22,500	\$ 22,500		\$ 22,500	\$ -	
Cruise	\$ 500	\$ 500		\$ 500	\$ -	
Birmingham Farmers Market	\$ 10,000	\$ 10,000		\$ 10,000	\$ -	
Holiday Promotions	\$ 50,000	\$ 50,000		\$ 50,000	\$ -	
Movie Nights	\$ 4,000	\$ 4,000		\$ 4,000	\$ -	
BirminghamBURGER (Restaurant Week)	\$ 23,000	\$ 23,000		\$ 23,000	\$ -	Includes videography/photography and collateral for restaurants
Spring Stroll	\$ 1,250	\$ 1,250		\$ 1,250	\$ -	
Art Walk	\$ 2,000	\$ 2,000		\$ 2,000	\$ -	
Birmingham Blast	\$ 10,000	\$ 10,000		\$ 10,000	\$ -	
Seasonal/Niche Promotions	\$ 18,000	\$ 18,000		\$ 18,000	\$ -	Spring fashion, summer videos, general marketing
TOTAL	\$ 141,250	\$ 141,250		\$ 141,250	\$ -	

Promotional Marketing Materials and Social Media						
Item	FYE2025 Actual	FYE 2026 Budget	FYE2026 Actual	FYE2027 Budget	FYE2026/FYE2027 Variance	NOTES
Graphic Design (Promotions/General)	\$ 564	\$ 2,500		\$ 2,500	\$ -	
Photography and Video Creation	\$ 11,000	\$ 12,000		\$ 10,000	\$ (2,000)	
Social Influencer Features	\$ 10,500	\$ 10,000		\$ 10,000	\$ -	
Social Media Mangement and Content Creation		\$ -	\$ -	\$ 45,600	\$ 45,600	New line item if we continue FYE2026 special project contract for social media content creation and management.
TOTAL	\$ 22,064	\$ 24,500		\$ 68,100	\$ 43,600	

Website, Graphic Design & Promotional Materials						
Item	FYE2025 Actual	FYE 2026 Budget	FYE2026 Actual	FYE2027 Budget	FYE2026/FYE2027 Variance	NOTES
Website Hosting & Maintenance & Redesign	\$ 35,810	\$ 6,400	\$ 6,400	\$ 6,600	\$ 200	Reflects Geocentric hosting per contract. Contract expires in FYE2030.
Website Design Modifications		\$ 3,600		\$ 1,400	\$ (2,200)	Additional funds to use for design modifications as needed.
TOTAL	\$ 35,810	\$ 10,000		\$ 8,000	\$ (2,000)	

Printing & Publishing						
Item	FYE2025 Actual	FYE 2026 Budget	FYE2026 Actual	FYE2027 Budget	FYE2026/FYE2027 Variance	NOTES
Printing & distribution - Dining & Retail Guides & Promo Cards, Misc.		\$ 5,000		\$ 5,000	\$ -	
Banners		\$ 6,000		\$ 5,000	\$ (1,000)	
Promotional Guide		\$ 50,000	\$ 24,180	\$ 35,000	\$ (15,000)	FYE2026 included partnership with Birmingham City Lifestyle + HOUR Media. Holiday Gift Guide, Spring features, Articles.
TOTAL	\$ 25,520	\$ 61,000		\$ 45,000	\$ (16,000)	

Community Participation/Public Relations						
Item	FYE2025 Actual	FYE 2026 Budget	FYE2026 Actual	FYE2027 Budget	FYE2026/FYE2027 Variance	NOTES
Chamber of Commerce	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ -	
Community Participation	\$ 1,174	\$ 8,000		\$ 8,000	\$ -	Coordinate with community groups
Constant Contact + Other Subscriptions	\$ 500	\$ 500		\$ 1,500	\$ 1,000	
TOTAL	\$ 4,174	\$ 11,000		\$ 12,000	\$ 1,000	

Special Projects						
Item	FYE 2025 Actual	FYE 2026 Budget	FYE2026 Actual	FYE2027 Budget	FYE2026/FYE2027 Variance	NOTES
Social Media Special Project	\$ -	\$ 25,000	\$ 22,800	\$ -	\$ (25,000)	Represents a proposed one-time special initiative to develop content and increase followers.
		\$ 25,000				

	FYE2025 Actual	FYE 2026	FYE2026 Actual	FYE2027 Budget	FYE2026/FYE2027 Variance	NOTES
TOTAL MARKETING/ADVERTISING BUDGET	\$ 141,250	\$ 141,250		\$ 141,250	\$ -	
TOTAL PROMOTIONAL MARKETING/MATERIALS	\$ 22,064	\$ 24,500		\$ 68,100	\$ 43,600	
TOTAL WEBSITE BUDGET	\$ 35,810	\$ 10,000		\$ 8,000	\$ (2,000)	
TOTAL PRINTING/GUIDE BUDGET	\$ 25,520	\$ 61,000		\$ 45,000	\$ (16,000)	
TOTAL COMMUNITY PARTICIPATION/PUBLIC RELATIONS	\$ 4,174	\$ 11,000		\$ 12,000	\$ 1,000	
TOTAL SPECIAL PROJECTS	\$ -	\$ 25,000		\$ -	\$ (25,000)	
TOTAL BUDGET	\$ 228,818	\$ 272,750		\$ 274,350	\$ 1,600	

*\$247,750 without special project

SPECIAL EVENTS COMMITTEE BUDGET - FYE 2027

Event	FYE2025 Budget	2025 Actual	2025 Sponsor Goal	2025 Sponsor Actual	2025 Vendor Actual	FYE 2026 Budget	2026 Actual	2026 Sponsor Goal	2026 Sponsor Actual	FYE2027 Budget	FYE2026/FYE2027 Variance	FYE2027 Sponsor Goal	FYE2027 Sponsor Actual	Notes
Day On The Town	\$ 15,000	\$ 12,430	\$ 5,000	\$ -	\$ 450	\$ 15,000		\$ 5,000		\$ 15,000	\$ -			
Birmingham Cruise Event	\$ 48,000	\$ 35,179	\$ 65,000	\$ 77,374	\$ 7,540	\$ 48,000		\$ 65,000		\$ 46,000	\$ (2,000)			Includes \$5,000 contribution from WDC event committee.
Farmers Market	\$ 29,000	\$ 25,250	\$ 15,000	\$ 31,800	\$ 68,090	\$ 30,000		\$ 15,000		\$ 30,000	\$ -			Increased by \$1,000 for equipment replacement, market materials
Winter Markt	\$ 78,000	\$ 97,897	\$ 30,000	\$ 24,000	\$ 30,608	\$ 104,000		\$ 30,000		\$ 104,000	\$ -			Includes \$2,175 billed to Maintenance account for garland replacement. Will need to repaint fire barrels for next year (~\$700).
Small Business Saturday	\$ 500	\$ -		\$ -	\$ -	\$ 500				\$ 500	\$ -			
Holiday Promotions	\$ 35,000	\$ 37,045	\$ 5,000	\$ -	\$ -	\$ 40,000		\$ 5,000		\$ 45,000	\$ 5,000			Increased for Santa House maintenance. Includes Santa Walk, Santa House, Carriage Rides, Treat Giveaways, etc. Actual costs for FYE 2025 \$37,000 and one less week of holiday activities due to 2024 calendar/dates.
Movie Nights	\$ 20,000	\$ 22,667	\$ 18,000	\$ 19,700	\$ -	\$ 25,000		\$ 18,000		\$ 25,000	\$ -			Actual costs for FYE 2025 were \$23,000. Added Police Detail to support larger crowd and safety initiatives.
BirminghamBURGER	\$ 5,000	\$ 323	\$ 5,000	\$ -	\$ -	\$ -		\$ 5,000		\$ -	\$ -			Relocated costs to marketing budget
Spring Stroll	\$ 1,000	\$ 770	\$ 2,000	\$ 200	\$ -	\$ 1,000		\$ 2,000		\$ 1,000	\$ -			
Birmingham Art Walk	\$ 3,000	\$ 924	\$ 1,000	\$ 1,000	\$ -	\$ 1,000		\$ 1,000	\$ 1,000	\$ 1,500	\$ 500			Public Arts Board contributed \$1,000.
BRRmington Blast	\$ 35,000	\$ 38,537		\$ -	\$ -	\$ 35,000		\$ 5,000		\$ 40,000	\$ 5,000			
General Event Supplies	\$ 500	\$ 1,500		\$ -	\$ -	\$ 1,500		\$ -		\$ 1,500	\$ -			Volunteer appreciation, staff gear, misc supplies.
TOTAL	\$ 270,000	\$ 272,522	\$ 146,000	\$ 154,074	\$ 106,688	\$ 301,000		\$ 151,000		\$ 309,500	\$ 8,500			

MAINTENANCE & CAPITAL IMPROVEMENTS COMMITTEE BUDGET - FYE2027									
OPERATING EXPENSES	FYE2024 Budget	FYE2024 Actual	FYE2025 Budget	FYE2025 Actual	FYE 2026 Budget	FYE 2026 Actual	FYE 2027 Budget	FYE2026/FYE2027 Variance	Notes
Snow Removal	\$ 72,100	\$ 64,200	\$ 80,000	\$ 64,200	\$ 74,000		\$ 64,200	\$ (9,800)	Contract through FYE2029 (2027-2028) snow season. Option for 2-year extension. Vendor: Nick's Maintenance.
1x Salting	\$ 7,900	\$ -	\$ 9,000	\$ -	\$ 9,000		\$ 9,000	\$ -	Additional funds to support salting downtown if needed.
Holiday Lights	\$ 40,000	\$ 32,475	\$ 48,000	\$ 25,691	\$ 48,000		\$ 37,000	\$ (11,000)	Shared cost: 20% BSD/80% City. DPS manages equipment, installation and any related contracts. DPS estimate on 11/17/25: 2025-2026 season \$27,000 & 2026-2027 season: \$28,000.
Hanging Baskets	\$ 16,500	\$ 15,510	\$ 16,000	\$ 15,510	\$ 15,510		\$ 16,136	\$ 626	Contract through FYE2027 (2026 season). To add approximately 20 baskets along Maple Rd in the Triangle District, DPS quote on 11/17/25: \$5,240 (hardware/flowers) + \$600 (install) + \$14,919 watering/maintenance
Power Washing	\$ 6,000	\$ 11,050	\$ 11,500	\$ 11,721	\$ 17,025		\$ 12,392	\$ (4,634)	Shared cost: BSD pays for portion in assessment area. Contract through FYE2027 (2026 season). Option for 2-year extension. DPS manages contract.
Dog Waste Containers	\$ 1,000	\$ 2,704	\$ 1,000	\$ 2,422	\$ 3,100		\$ 3,000	\$ (100)	Shared cost: BSD pays for portion to fill receptacles in BSD assessment area. DPS manages ordering/stocking.
Holiday Tree Installation		\$ 5,807	\$ 5,000	\$ 5,832	\$ 6,000		\$ 12,000	\$ 6,000	*TBD. Shared cost: 50% BSD/50% DPS. DPS manages contract and installation. Vendor: English Gardens. Will increase if larger tree is purchased.
OPERATING EXPENSES TOTAL	\$ 144,500	\$ 132,825	\$ 171,500	\$ 125,376	\$ 173,735	\$ -	\$ 154,827	\$ (18,908)	
CAPITAL IMPROVEMENT PROJECTS									
	FYE 2024 Budget	FYE2024 Actual	FYE2025 Budget	FYE2025 Actual	FYE2026 Budget				
Alley Improvements	\$ 15,000	\$ -	\$ 50,000	\$ 531	\$ 75,000		\$ 75,000	\$ -	Willits Alley enhancements.
Wayfinding Kiosks	\$ -	\$ -	\$ -	\$ -	\$ -		\$ -	\$ -	Pedestrian kiosks being installed late-2025/early-2026. Wait on usage feedback and further Wayfinding plan implementation before proposing enhancements/digitization.
Holiday Tree Replacement	\$ -	\$ -	\$ -	\$ -	\$ -		\$ 100,000		*TBD. Replacement of the holiday tree. Split with DPS/City. DPS will enter the CIP.
Triangle District Amenities	\$ 5,000	\$ -	\$ -	\$ -	\$ -		\$ -	\$ -	
CAPITAL IMPROVEMENT PROJECTS TOTAL	\$ 20,000	\$ -	\$ 50,000	\$ 531	\$ 75,000		\$ 175,000	\$ 100,000	
TOTAL BUDGET	\$ 164,500	\$ 132,825	\$ 221,500	\$ 125,907	\$ 248,735		\$ 329,827	\$ 81,092	

CAPITAL IMPROVEMENT PLAN 2025-2030							
PROJECT	FYE2025	FYE2026	FYE2027	FYE2028	FYE 2029	FYE2030	
Pierce Street Alley							
West Maple Alley							
Willits Alley							
Holiday Tree Replacement							
Triangle District							
Wayfinding Kiosks							
CAPITAL IMPROVEMENT PROJECTS LONG-RANGE MASTER PLAN 2040							
PROJECT							
Landon Area Streetscape							
Farmers Market Shed							

BUSINESS DEVELOPMENT COMMITTEE BUDGET - FYE2027

Project	FYE2025 Budget	FYE2026 Budget	FYE2026 YTD Actual	FYE 2027 Budget	FYE2026/FYE2027 Variance	Notes
Workshops	\$ 25,000.00	\$ 25,000	\$ 17,241	\$ 25,000	\$ -	Merchant workshops/educational series/consulting
Property Data Collection/Report	\$ 2,500.00	\$ 2,500	\$ -	\$ 2,500	\$ -	
Broker/Property Owner Round Tables (2x)	\$ 2,500.00	\$ 2,500		\$ 2,500	\$ -	
Recruitment (Travel/Research)	\$ 5,000.00	\$ -	\$ -		\$ -	\$5000 still allocated to this initiative, but captured under Conferences & Workshops Line Item in Administrative Budget
Business Anniversary Recognition Program	\$ 5,500.00	\$ 8,000	\$ 5,591	\$ 8,000	\$ -	Watercolor prints, boosted social media, gift baskets and Recognition Event.
CRM/Messaging System	\$ 3,600.00	\$ -	\$ -	\$ -	\$ -	
CRM Implementation	\$ 5,000.00	\$ -	\$ -	\$ -	\$ -	
Recruitment/Promo Materials	\$ 5,000.00	\$ 15,000	\$ 11,610	\$ 15,000	\$ -	
Special Projects	\$ 11,400.00	\$ 12,000		\$ 12,000	\$ -	
Incentive	\$ 25,000.00			\$ -	\$ -	
Miscellaneous	\$ 9,500.00	\$ -		\$ -	\$ -	
TOTAL BUDGET	\$100,000.00	\$65,000.00	\$34,442.67	\$65,000.00	\$0.00	

0

TOTAL EXPENDITURES BUDGET - FYE 2027							
Description	FYE2024 Actual	FYE2025 Budget	FYE2025 Actual	FYE2026 Budget	FYE2027 Budget	FYE2026/FYE2027 Variance	Notes
PERSONNEL SERVICES							
BSD Salaries & Wages	\$ 294,008.00	\$ 322,920.00	\$ 330,997.09	\$ 348,634.00	\$ 370,896.00	\$ 22,262.00	*FYE2027: Apprx 6.6% increase. Includes 3% cost of living + up to 6% merit increases for some, includes increase in Event Assistant hourly to \$17/hr.
BSD Fringe Benefits	\$ 96,932.00	\$ 127,279.00	\$ 88,764.82	\$ 113,829.00	\$ 120,332.00	\$ 6,503.00	
DPS Salaries & Wages	\$ 78,161.00	\$ 113,190.00	\$ 95,778.33	\$ 90,680.00	\$ 95,778.33	\$ 5,098.33	*DPS to provide. Included 2025 Actuals for now
DPS Fringe Benefits	\$ 44,611.00	\$ 61,600.00	\$ 57,588.43	\$ 49,990.00	\$ 57,588.43	\$ 7,598.43	*DPS to provide. Included 2025 Actuals for now
PERSONNEL SERVICES TOTAL	\$ 513,712.00	\$ 624,989.00	\$ 573,128.67	\$ 603,133.00	\$ 644,594.76	\$ 41,461.76	
SUPPLIES							
Postage	\$ -	\$ 1,000.00	\$ 489.93	\$ 1,800.00	\$ 1,000.00	\$ (800.00)	
Operating Supplies	\$ 1,092.97	\$ 3,500.00	\$ 3,568.26	\$ 3,500.00	\$ 3,500.00	\$ -	
SUPPLIES TOTAL	\$ 1,092.97	\$ 4,500.00	\$ 4,058.19	\$ 5,300.00	\$ 4,500.00	\$ (800.00)	
OTHER CHARGES							
Legal Services	\$ 4,166.25	\$ 3,000.00	\$ 2,215.00	\$ 4,500.00	\$ 3,500.00	\$ (1,000.00)	
Audit	\$ 801.00	\$ 740.00	\$ 750.00	\$ 800.00	\$ 850.00	\$ 50.00	*Finance to provide.
Other Contractual Services	\$ 3,000.00	\$ 50,000.00	\$ 2,122.01	\$ 10,000.00	\$ -	\$ (10,000.00)	*Will capture tree replacement here because of it's shared project between DPS and BSD.
Snow Removal	\$ 64,200.00	\$ 80,000.00	\$ 64,200.00	\$ 83,000.00	\$ 73,200.00	\$ (9,800.00)	Snow removal contract \$64,200 + \$9,000 salting.
Website Maintenance	\$ 14,300.00	\$ 21,500.00	\$ 35,809.99	\$ 10,000.00	\$ 8,000.00	\$ (2,000.00)	
Telephone	\$ 1,518.06	\$ 1,750.00	\$ 1,975.05	\$ 1,750.00	\$ 2,000.00	\$ 250.00	
Marketing & Advertising	\$ 142,388.90	\$ 186,410.00	\$ 163,313.64	\$ 165,750.00	\$ 209,350.00	\$ 43,600.00	Includes Marketing/Advertising, Promotional Marketing/Materials
Public Relations	\$ 5,785.75	\$ 22,100.00	\$ 4,174.10	\$ 11,000.00	\$ 12,000.00	\$ 1,000.00	Community Participation. Increased by \$1,000 to better align with cost of subscriptions.
Tenant Recruitment	\$ 30,677.30	\$ 100,000.00	\$ 30,942.67	\$ 65,000.00	\$ 65,000.00	\$ -	
Special Events	\$ 266,292.37	\$ 259,000.00	\$ 263,998.97	\$ 301,000.00	\$ 309,500.00	\$ 8,500.00	Represents increases of \$5,000 in Holiday Promotions for Santa House maintenance (one time) + \$500 for Art Walk + \$5,000 for BRRmingham Blast.
Printing & Publishing	\$ 44,173.56	\$ 60,500.00	\$ 25,519.98	\$ 61,000.00	\$ 45,000.00	\$ (16,000.00)	
Equipment Maintenance	\$ 1,489.27	\$ 1,200.00	\$ 1,273.55	\$ 1,500.00	\$ 1,500.00	\$ -	*Finance to provide.
Maintenance Shopping District	\$ 81,904.79	\$ 82,050.00	\$ 63,881.31	\$ 90,735.00	\$ 154,827.00	\$ 64,092.00	Includes: Holiday lights, holiday tree, hanging baskets, powerwasing, dog waste bags, containers
Equipment Rental/Lease	\$ 31,604.30	\$ 36,190.00	\$ 39,802.76	\$ 37,100.00	\$ 40,000.00	\$ 2,900.00	*DPS to provide. Including estimate for now.
Computer Equipment Rental	\$ 36,980.04	\$ 44,630.00	\$ 44,630.04	\$ 49,090.00	\$ 54,000.00	\$ 4,910.00	*IT to provide. Includes equipment use, IT staff time, software programs
Building/Facility Rent	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ -	
Training	\$ 2,208.62	\$ 3,000.00	\$ 2,500.00	\$ 3,000.00	\$ 3,000.00	\$ -	
Memberships & Dues	\$ 1,904.00	\$ 3,000.00	\$ 1,980.00	\$ 3,000.00	\$ 3,000.00	\$ -	Main Street, Michigan Downtown Association, ICSC, etc.
Conferences & Workshops	\$ 4,402.37	\$ 5,000.00	\$ 2,145.87	\$ 5,000.00	\$ 5,000.00	\$ -	
Liability Insurance	\$ 4,970.04	\$ 5,170.00	\$ 5,169.96	\$ 5,380.00	\$ 5,600.00	\$ 220.00	*Finance to provide.
Employee Parking	\$ 2,000.00	\$ 4,730.00	\$ 5,820.00	\$ 6,000.00	\$ 6,000.00	\$ -	
Administrative Charges	\$ -	\$ -	\$ -	\$ 30,930.00	\$ 31,857.90	\$ 927.90	Cost allocation for Treasury, Payroll, Human Resources, Finance. Increase of 3%/yr.
OTHER CHARGES TOTAL	\$ 756,766.62	\$ 981,970.00	\$ 774,224.90	\$ 957,535.00	\$ 1,045,184.90	\$ (24,435.00)	
TOTAL OPERATING EXPENSES							
PERSONNEL SERVICES	\$ 513,712.00	\$ 624,989.00	\$ 573,128.67	\$ 603,133.00	\$ 644,594.76	\$ 41,461.76	
SUPPLIES	\$ 1,092.97	\$ 4,500.00	\$ 4,058.19	\$ 5,300.00	\$ 4,500.00	\$ (800.00)	
OTHER CHARGES	\$ 756,766.62	\$ 981,970.00	\$ 774,224.90	\$ 957,535.00	\$ 1,045,184.90	\$ 87,649.90	
TOTAL OPERATING EXPENSES	\$ 1,271,571.59	\$ 1,611,459.00	\$ 1,351,411.76	\$ 1,565,968.00	\$ 1,694,279.66	\$ 128,311.66	
CAPITAL OUTLAY							
Willits Alley	\$ -	\$ -	\$ -	\$ 75,000.00	\$ 75,000.00	\$ -	
Wayfinding Kiosks	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Social Media Special Project	\$ -	\$ -	\$ -	\$ 25,000.00	\$ -	\$ (25,000.00)	
Office Renovations	\$ -	\$ -	\$ -	\$ 10,000.00	\$ -	\$ (10,000.00)	
Holiday Tree Replacement	\$ -	\$ -	\$ -	\$ -	\$ 100,000.00	\$ 100,000.00	*Will be captured in Other Contractual Services.
CAPITAL OUTLAY TOTAL	\$ -	\$ -	\$ -	\$ 110,000.00	\$ 175,000.00	\$ 65,000.00	
TOTAL EXPENDITURES	\$ 1,271,571.59	\$ 1,611,459.00	\$ 1,351,411.76	\$ 1,675,968.00	\$ 1,869,279.66	\$ 193,311.66	

FUND SUMMARY - FYE 2027

REVENUES	FYE2024 Actual	FYE2025 Budget	FYE2025 Actual	FYE2026 Budget	FYE2027 Budget	FYE2026/FYE2027 Variance	Notes
SPECIAL ASSESSMENT							
Special Assessment		\$ 1,151,850.00	\$ 1,163,811.88	\$ 1,184,350.00	\$ 1,177,690.00	\$ (6,660.00)	95% collected in current year
Delinquent Special Assessment from Prior Year		\$ 63,730.00	\$ 63,730.60	\$ 69,720.00	\$ 69,720.00	\$ -	5% of previous year's assessment, collected in subsequent year + 15% penalty
TOTAL SPECIAL ASSESSMENT	\$ 1,201,500.00	\$ 1,215,580.00	\$ 1,227,542.48	\$ 1,254,070.00	\$ 1,247,410.00	\$ (6,660.00)	
OTHER REVENUE							
Charges for Services	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ -	Parking System contribution
Interest & Investment Income	\$ 63,510.50	\$ 36,000.00	\$ 79,727.30	\$ 46,900.00	\$ 50,000.00	\$ 3,100.00	*Finanace to provide. Special assessment interest and investment income
Contribution from Private Source	\$ 235,644.00	\$ 230,000.00	\$ 267,202.87	\$ 230,000.00	\$ 240,000.00	\$ 10,000.00	Sponsorships and vendor fees
Grants	\$ 1,000.00	\$ -	\$ 5,000.00	\$ -	\$ -	\$ -	
Sundry & Miscellaneous	\$ 238.51	\$ -	\$ 138.40	\$ -	\$ -	\$ -	
OTHER REVENUE TOTAL	\$ 325,393.01	\$ 291,000.00	\$ 377,068.57	\$ 301,900.00	\$ 315,000.00	\$ 13,100.00	
TOTAL REVENUE	\$ 1,526,893.01	\$ 1,506,580.00	\$ 1,604,611.05	\$ 1,555,970.00	\$ 1,562,410.00	\$ 6,440.00	
EXPENDITURES							
Personnel Services	\$ 513,712.00	\$ 624,989.00	\$ 573,128.67	\$ 603,133.00	\$ 644,594.76	\$ 41,461.76	
Supplies	\$ 1,092.97	\$ 4,500.00	\$ 4,058.19	\$ 5,300.00	\$ 4,500.00	\$ (800.00)	
Other Charges	\$ 756,766.62	\$ 981,970.00	\$ 774,224.90	\$ 957,535.00	\$ 1,045,184.90	\$ 87,649.90	
EXPENDITURES TOTAL	\$ 1,271,571.59	\$ 1,611,459.00	\$ 1,351,411.76	\$ 1,565,968.00	\$ 1,694,279.66	\$ 128,311.66	
CAPITAL IMPROVEMENT/SPECIAL PROJECTS							
Office Renovations	\$ -	\$ -	\$ -	\$ 10,000.00	\$ -	\$ (10,000.00)	
Willits Alley	\$ -	\$ -	\$ -	\$ 75,000.00	\$ 75,000.00	\$ -	
Social Media	\$ -	\$ -	\$ -	\$ 25,000.00	\$ -	\$ (25,000.00)	
Holiday Tree Replacement	\$ -	\$ -	\$ -	\$ -	\$ 100,000.00	\$ 100,000.00	*DPS to provide estimate in January.
Wayfinding	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
CAPITAL IMPROVEMENT/SPECIAL PROJECTS TOTAL	\$ -	\$ -	\$ -	\$ 110,000.00	\$ 175,000.00	\$ 65,000.00	
Summary							
	FYE2024 Actual	FYE2025 Budget	FYE2025 Actual	FYE2026 Projected	FYE2027 Budget	FYE2026/FYE2027 Variance	Notes
REVENUES OVER (UNDER) EXPENDITURES		\$ (104,879.00)	\$ 253,199.29	\$ (119,998.00)	\$ (306,869.66)	\$ (186,871.66)	
BEGINNING FUND BALANCE		\$ 1,327,452.00	\$ 1,580,290.34	\$ 1,836,578.04	\$ 1,716,580.04	\$ (119,998.00)	
ENDING FUND BALANCE		\$ 1,222,573.00	\$ 1,836,578.04	\$ 1,716,580.04	\$ 1,409,710.38	\$ (306,869.66)	

Special Events Committee Meeting Minutes
151 Martin Street, Conference Rooms 202 & 203
December 12, 2025, at 8:30am

Z. Kay called the meeting to order at 8:35 a.m.

In Attendance: D. Fehan, B. Hussey, Z. Kay, D. Lilley

Staff: J. Brook

Guests:

Absent: R. Astrein, K. Cummings, S. Lipari

Approval of Minutes: Motion by Fehan seconded by Lilley to approve the minutes dated November 14, 2025. All ayes. Motion approved.

Public Comment: None

Santa Walk Wrap-Up

The committee discussed Santa Walk. It was a very cold day, but attendance was good. Bakehouse 46 gave away donuts. If they plan to do that again, then The Little Donut Factory may not be needed in the future. Having carolers in Shain Park may be a fun addition.

The group also discussed the Santas that are working in Santa House. In an effort to secure the highest quality Santa for 2026, Brook will reach out to Santa Dan to see about the possibility of having him to commit to all of the hours that Santa House will be open in 2026.

Winter Markt Wrap-Up

Fehan shared that he was pleased with the sound for the Tree Lighting event this year. Brook reported that things went well with the new tent company. Several vendors commented on how nice the tents were. They were all clean and closed well. The committee suggested offering shared tent space, or day shifts for BSD merchants interested in participating as it is very difficult to staff the full 3-day event while also staffing a store.

2026 BRRmingham Blast

Brook secured a magician and is looking into a circus performer to entertain people waiting for the zip line. She also started recruiting food trucks. The committee is not interested in adding a carnival ride at this time.

BirminghamBURGER Voting

The committee revisited the question of how to handle voting for the next BirminghamBURGER event. This is an ongoing discussion. The group would also like to work with the marketing committee to discuss different ways to promote the event next year. Hussey offered to put feelers out for possible sponsors.

NEXT MEETING: Friday, January 8, 2026, at 8:30 a.m.

Maintenance/Capital Improvement Committee Meeting Minutes
151 Martin Street Conference Rooms 202 & 203
December 9, 2025

Members in Attendance: Sarvy Lipari (Chair), Michele Taddei, Amy Pohlod, Doug Fehan,
Members Absent: Bill Roberts, Steve Quintal
Staff Present: Erika Bassett, Melinda Comerford
Guests: None

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

Approval of Minutes: Motion by Fehan, seconded by Pohlod, to approve the minutes dated November 18, 2025. All ayes, motion passed.

Public Comment: No public comment.

Willits Alley Update

The next step will be to get on the Public Arts Board agenda in January or February to present the areas identified as possibly for public art through the City's current programs. Lipari suggested that the committee consider themes for the alleys. Fehan suggested that the BSD has final approval on the murals and sculptures.

Hanging Basket Watering

Bassett reported that she met with DPS. The committee has decided to continue using DPS for watering and pause expanding the program into the Triangle District for now.

Holiday Lighting

Committee discussed and is happy with the lights this year. Discussed the possibility of adding more lighting at the North end. Once Booth Park updates are complete, more lighting options will be considered for that area.

Light Pole Banners

DPS has put up all the holiday banners and will remove them in March or April and replace with Farmers Market banners.

Other Updates

Bassett reported to the committee that they may need to allow for some capital improvement projects in the next budget for the replacement of the Holiday Tree and possibly for Willits Alley, depending on progress this fiscal year. DPS will bring Holiday Tree quotes to the January meeting.

The meeting adjourned at 9:05 a.m.

Next Meeting: Tuesday, January 13, 2026, at 8:30 a.m.

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

JANUARY 2026

Office Occupancy Rate 92%

Retail Occupancy Rate 99%

Name of Business	Property Address	Street Name	Notes	Date of notification	Scheduled to Open/Moved/Opened in last 12 months
Vie Real Estate	1025	Maple Road, East, Suite 201	Real Estate	11/20/25	Scheduled to Open
Veloura Beauty	363	Maple Road, East	Salon	11/20/25	Scheduled to Open
J.Jill	284	Maple Road, West	Apparel	11/18/25	Scheduled to Open
Ernesta	138	Maple Road, West	Home Furnishings	11/18/25	Scheduled to Open
Vuori	100	Old Woodward, South	Apparel	10/20/25	Scheduled to Open
Ideal Medical Massage	630	Old Woodward, North, Suite 303	Medical	11/01/25	Opened
Kashin Izakaya	176	Old Woodward, South	Dining	10/13/25	Scheduled to Open
e Fiore	115	Willits Street	Dining	10/13/25	Scheduled to Open
Design Within Reach	214	Maple Road, West	Furniture	09/24/25	Scheduled to Open
Hudson Avenue Partners	205	Pierce Street, Suite 99 LL	Investment Bank	07/28/25	Scheduled to Open
Bloom Bistro	239	Old Woodward, North	Dining	07/24/25	Scheduled to Open
Kemosabe	600	Old Woodward, North	Dining	07/24/25	Scheduled to Open
HealthMarkets	925	Maple Road, East	Insurance	06/17/25	Scheduled to Open
Street Beet	233	Old Woodward, North	Dining	06/17/25	Scheduled to Open
VITAstir	251	Merrill Street, East, Suite 202	Medical	06/12/25	Scheduled to Open
Snap Taco	126	Old Woodward, South	Dining	12/16/25	Opened
mane collab	730	Old Woodward, North	Salon	06/17/25	Opened
Highline Trading	135	Old Woodward, North	Jeweler	11/20/25	Opened
Birmingham Sport and Spine	280	Old Woodward, North, Suite 105	Medical	11/19/25	Opened
RH Gallery	300	Old Woodward, South	Home Furnishings	11/21/25	Opened
Redvanly	203	Maple Road, East	Mens Apparel	11/15/25	Opened
FS8	34000	Woodward Avenue	Health & Fitness	11/05/25	Opened
Elsa Arms, Estate & Couture	34164	Woodward Avenue, Suite 309	Furniture & Apparel	11/01/25	Opened
Danyal Israil Dental	720	Old Woodward, North	Dental	10/02/25	Opened

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

JANUARY 2026

Office Occupancy Rate 92%

Retail Occupancy Rate 99%

Name of Business	Property Address	Street Name	Notes	Date of notification	Scheduled to Open/Moved/Opened in last 12 months
Reiki Euphoria	149	Pierce Street	Health & Wellness	10/01/25	Opened
St. Roger Abbey	215	Old Woodward, North	Bakery	09/27/25	Opened
Forward Commercial Group	240	Martin Street, Suite 200	Real Estate	09/24/25	Opened
CLEO Skin + Laser	670	Old Woodward, South	Medical Spa	09/16/25	Opened
Read My Lips	768	Old Woodward, North	Gift & Specialty	09/16/25	Opened
Playful Pathways	800	Old Woodward North	Medical	09/13/25	Opened
Metta & Moxie	800	Old Woodward North, Suite 210	Medical	09/13/25	Opened
Half-Moon Outfitters	34288	Woodward Avenue	Apparel , Sporting Goods	07/10/25	Opened
Yumiis	205	Maple Road, East	Food Specialties	07/15/25	Opened
Pure Glow	282	Maple Road, West	Salon	07/24/25	Opened
Shock Gelato	335	Maple Road, East	Food Specialties	07/17/25	Opened
Senior Simon	187	Old Woodward, South, Suite 208	Business Services	07/15/25	Opened
Shifty	187	Old Woodward, South, Suite 208	Business Services	07/15/25	Opened
Metals in Time	526	Old Woodward, North	Jeweler	07/10/25	Opened
Perspire Sauna Studio	1020	Haynes Street	Health/Fitness	07/10/25	Opened
The NOW Massage Birmingham	375	Hamilton Row	Health/Wellness	07/10/25	Opened
Banya	555	Old Woodward, South, Suite 27L	Health/Wellness	06/01/25	Opened
Bon Bon Bon	217	Old Woodward, South	Food Specialties	05/10/25	Opened
LaserAway	135	Maple Road, East	Medical	05/08/25	Opened
Solidcore	1000	Haynes Street	Health/Fitness	05/01/25	Opened
Bobbles and Lace	244	Maple Road, East	Apparel - Women	04/23/25	Opened
Drop 02	230	Merill Street, East	Mens	04/05/25	Opened

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

JANUARY 2026

Office Occupancy Rate 92%

Retail Occupancy Rate 99%

Name of Business	Property Address	Street Name	Notes	Date of notification	Scheduled to Open/Moved/Opened in last 12 months
Revive Wellness & Skin Spa	1010	Bowers Street	Salon/Spa	03/13/25	Opened
La Pecora Nera	135	Pierce Street	Deli	03/11/25	Opened
Air Sculpt	555	Old Woodward, South, Suite 500	Medical	03/11/25	Opened
Teuta	168	Maple Road, West	Dining	03/10/25	Opened
Daycap	930	Maple Road, East	Deli	01/22/25	Opened
Marrow	283	Hamilton Row	Deli	01/21/25	Opened
Terra Kitchen & Cocktails	260	Old Woodward, North	Dining	01/21/25	Opened
MATTHILDUR X MARK KELLER	227	Old Woodward, South	Apparel - Women	01/21/25	Opened

Executive Committee Meeting Minutes

Birmingham City Hall, 151 Martin Street, Conference Room 202

December 17, 2025, at 8:30 a.m.

In Attendance: A. Pohlod, Z. Kay, J. Ecker
Absent: M. McKenzie, D. Fehan
Staff: E. Bassett

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

Approval of Minutes: Motion by Kay, seconded by Ecker, to approve the minutes dated November 26, 2025. All ayes, motion passed.

Public Comment: None

Board Anticipated Action Items and Presentations:

- **Board Officer Elections:** The committee discussed upcoming board officer elections. Nominees include Pohlod, Kay and Lipari.

New Business

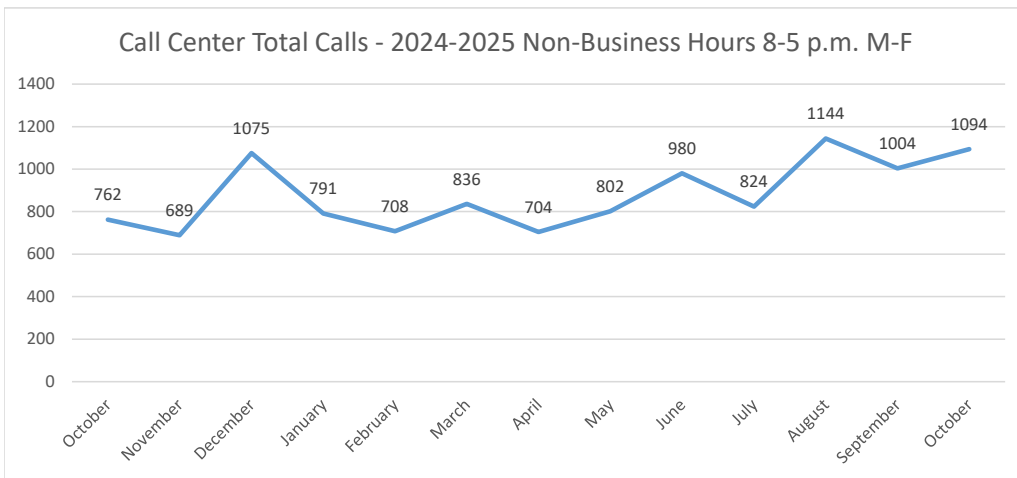
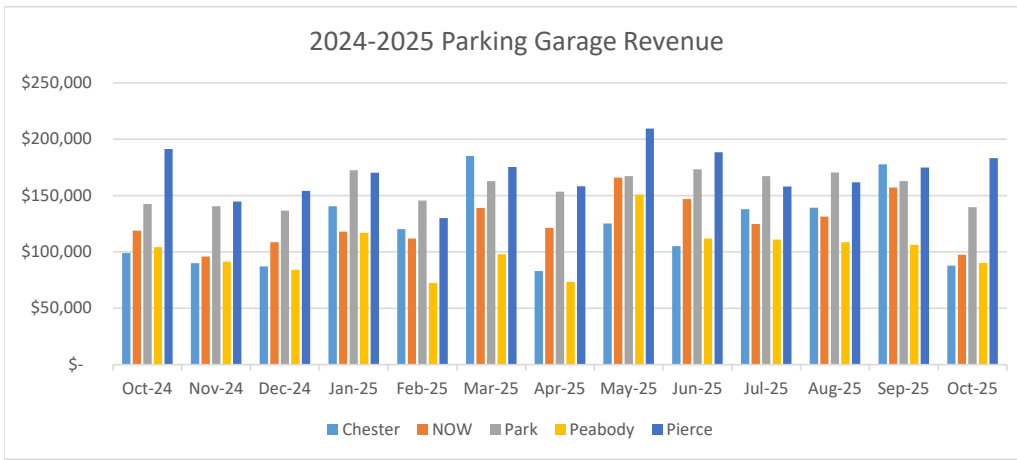
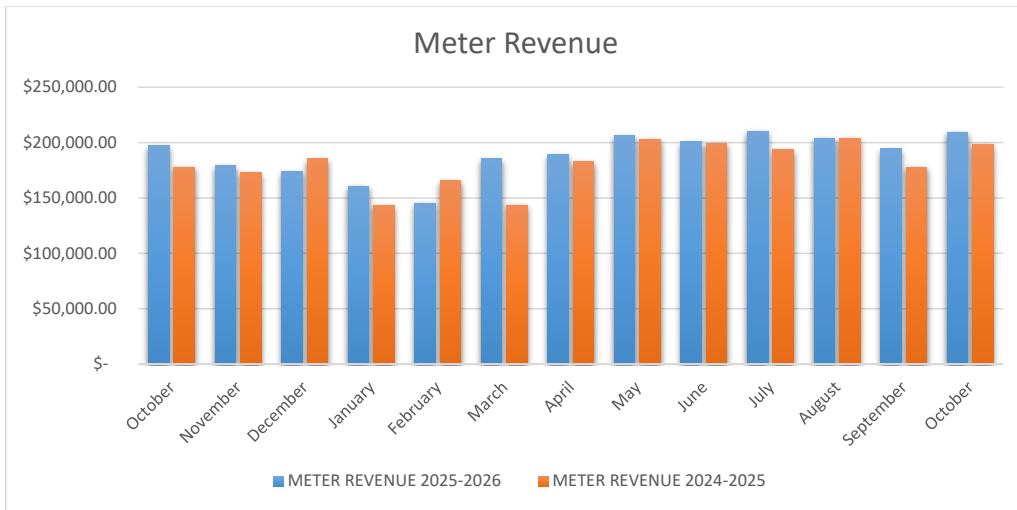
- **FYE 2027 Budget:** The committee reviewed the 2027 fiscal year budget draft, and recommended presenting the draft to the BSD Board for initial review.

Updates:

- **Personnel:** Bassett provided a personnel update including the anticipated start date for a new employee on January 6, 2026.

Meeting adjourned at 9:42 a.m.

NEXT MEETING: Wednesday, January 28, 2026, at 8:30 a.m.



MONTHLY PARKING PERMITS SOLD					
	Chester	N. Old Woodward	Park	Peabody	Pierce
Unreserved	1171	978	1007	539	866
Evening	10	17	11	11	24
Total	1181	995	1018	550	890

NOVEMBER 2025

Row Labels	All Facilities
City of Birmingham Michigan - Chester St Garage	107
City of Birmingham Michigan - Old North Woodward	166
City of Birmingham Michigan - Park St. Garage	193
City of Birmingham Michigan - Peabody Garage	339
City of Birmingham Michigan - Pierce Garage	630
Grand Total	1435

Facility	City of Birmingham Michigan - Chester St Garage
Row Labels	Count of Start
02-Credit Card Payment	7
04-Invalid Ticket / Ticketless Options	3
05-Invalid Validation	1
06-Assistance On Site	1
08-Ghost Call	33
11-Equipment Issue	26
13-Monthly	13
16-Network - Audio/Video Issue	9
24-General Information	4
CSR Transfer	9
Grand Total	106

Facility	City of Birmingham Michigan - Old North Woodward
Row Labels	Count of Start
02-Credit Card Payment	11
04-Invalid Ticket / Ticketless Options	13
05-Invalid Validation	7
07-Lost Ticket	6
08-Ghost Call	51
09-Vendor	6
11-Equipment Issue	9
13-Monthly	20
14-Test Call	3
16-Network - Audio/Video Issue	28
17-Insufficient Funds	3
24-General Information	3
25-Previous Call Vend	1
CSR Transfer	4
Grand Total	165

Facility	City of Birmingham Michigan - Park St. Garage
Row Labels	Count of Start
02-Credit Card Payment	25
03-Cash Payment	1
04-Invalid Ticket / Ticketless Options	16
05-Invalid Validation	5
07-Lost Ticket	10
08-Ghost Call	66
11-Equipment Issue	14
13-Monthly	19
16-Network - Audio/Video Issue	11
17-Insufficient Funds	3
24-General Information	15
CSR Transfer	7
Grand Total	193

Facility	City of Birmingham Michigan - Peabody Garage
Row Labels	Count of Start
02-Credit Card Payment	29
03-Cash Payment	1
04-Invalid Ticket / Ticketless Options	44
05-Invalid Validation	3
06-Assistance On Site	8
07-Lost Ticket	4
08-Ghost Call	109
11-Equipment Issue	39
13-Monthly	8
16-Network - Audio/Video Issue	41
17-Insufficient Funds	4
24-General Information	33
25-Previous Call Vend	4
CSR Transfer	12
Grand Total	339

Facility	City of Birmingham Michigan - Pierce Garage
Row Labels	Count of Start
02-Credit Card Payment	35
04-Invalid Ticket / Ticketless Options	34
05-Invalid Validation	2
06-Assistance On Site	4
07-Lost Ticket	16
08-Ghost Call	183
11-Equipment Issue	206
13-Monthly	42
16-Network - Audio/Video Issue	52
17-Insufficient Funds	7
24-General Information	21
CSR Transfer	23
Grand Total	625

FREE PARKING REPORT

September 2025

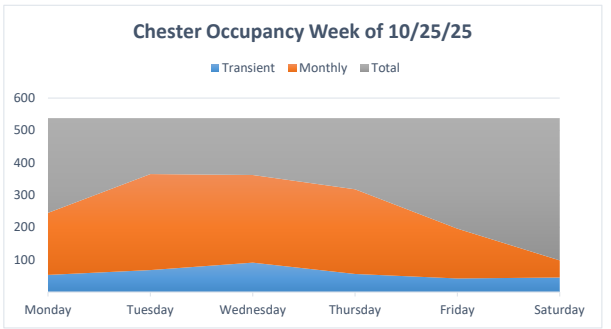
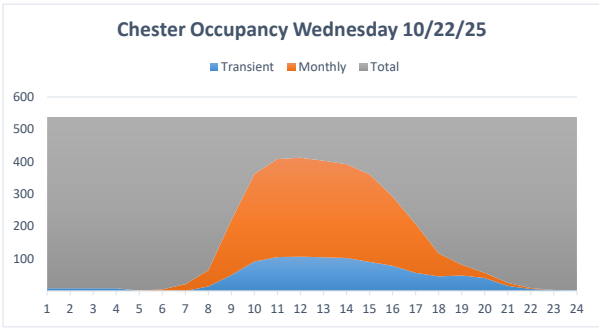
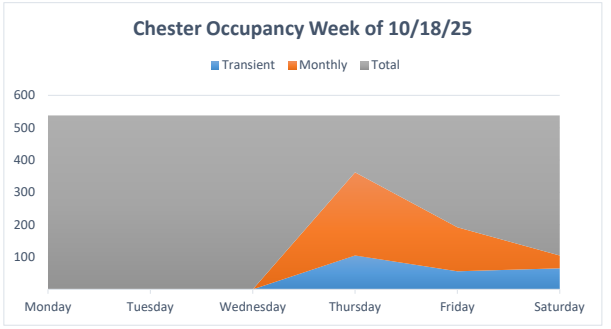
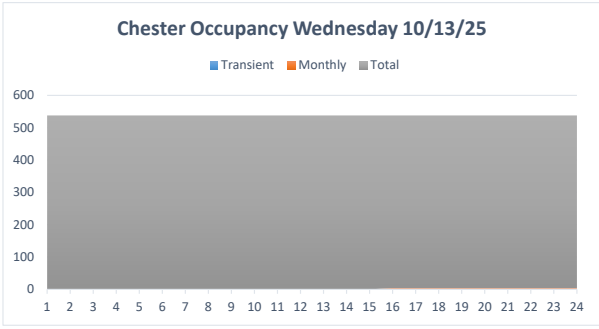
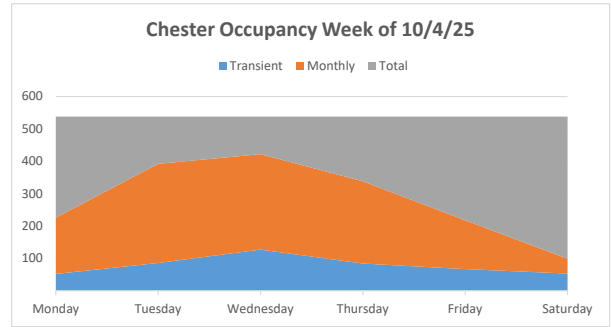
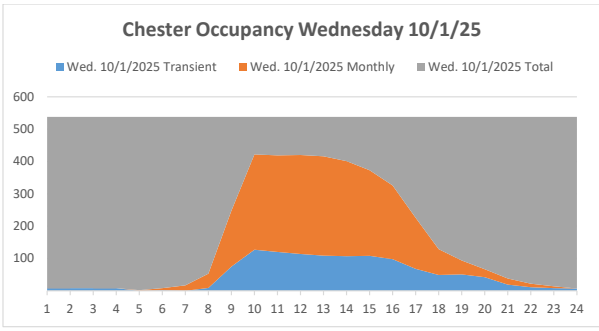
GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE VEHICLES
CHESTER	5,995	3,063	\$18,462.00	51%
OLD WOODWARD	13,302	7,197	\$39,998.00	54%
PARK	21,973	10,519	\$68,314.00	48%
PEABODY	20,666	12,312	\$45,890.00	60%
PIERCE	24,337	11,258	\$82,396.00	46%
TOTALS	86,273	44,349	\$255,060.00	51%

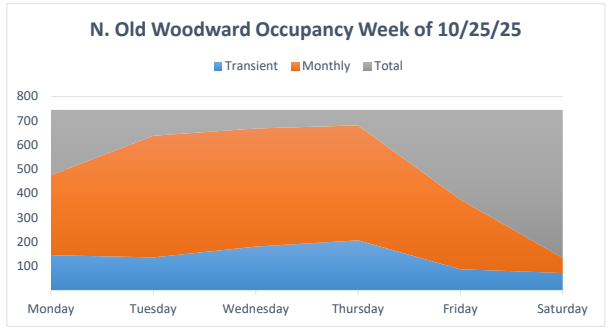
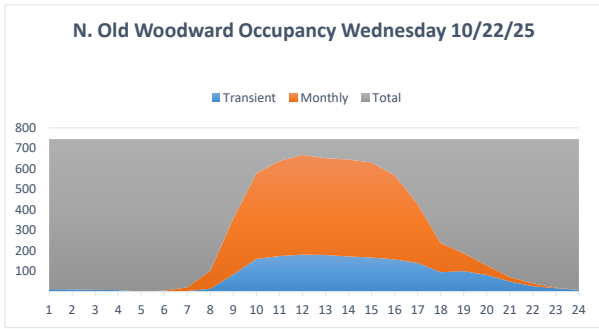
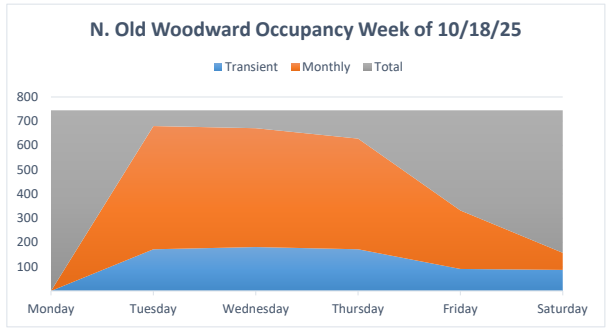
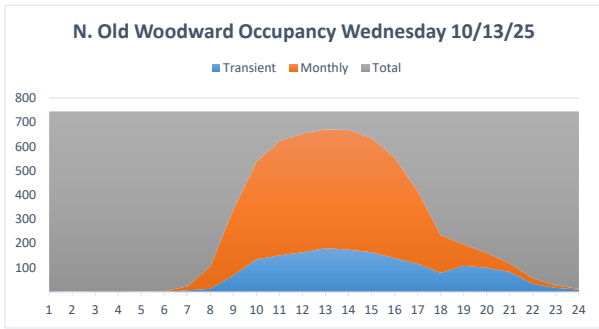
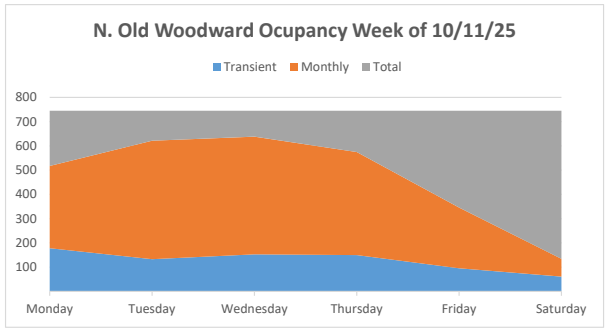
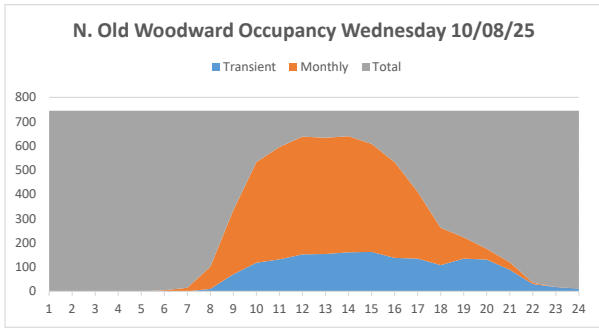
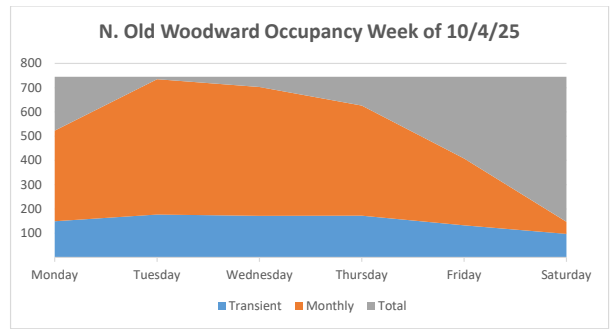
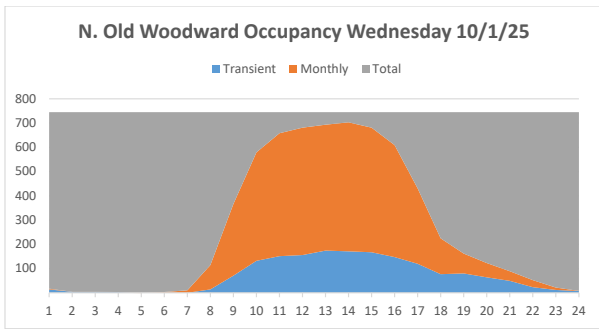
Paying cars	Rate per
2,932	\$6.30
6,105	\$6.55
11,454	\$5.96
8,354	\$5.49
13,079	\$6.30
	\$6.12

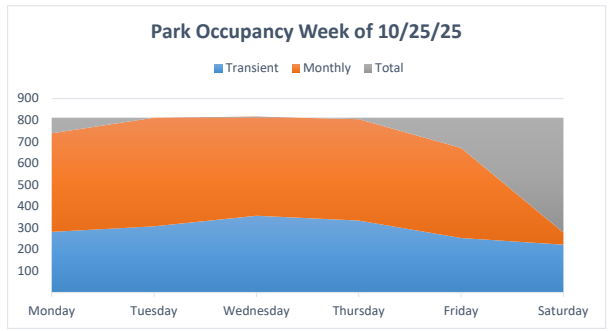
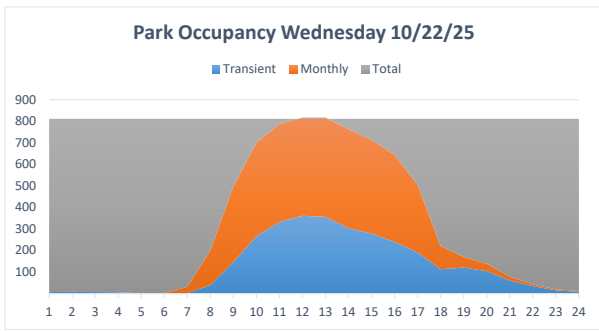
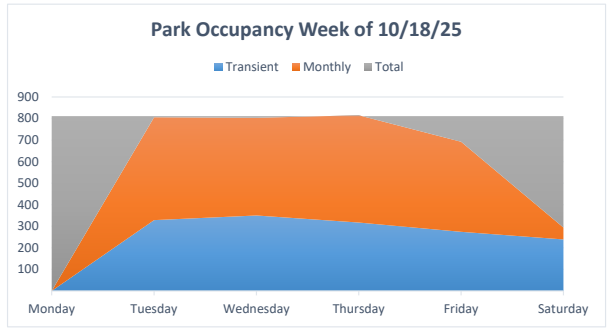
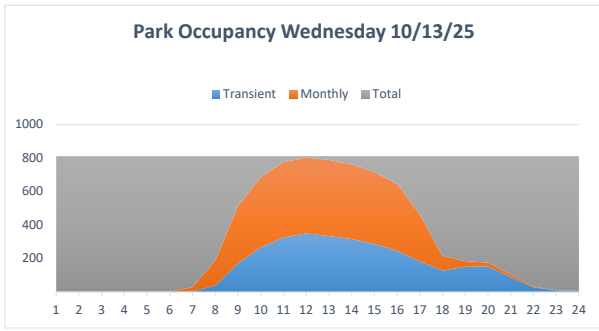
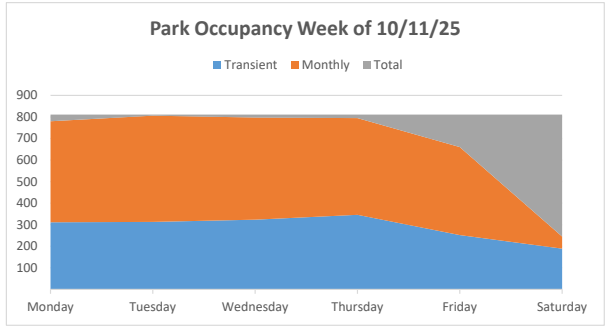
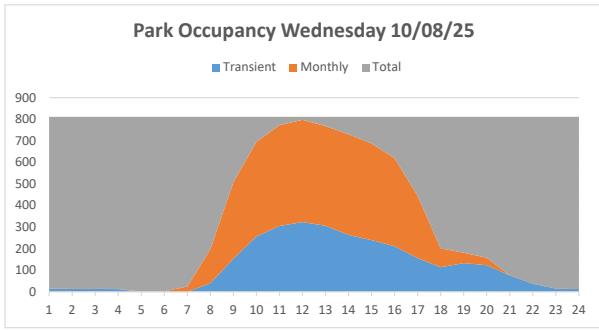
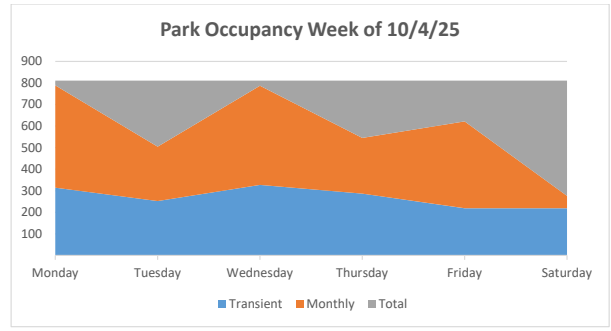
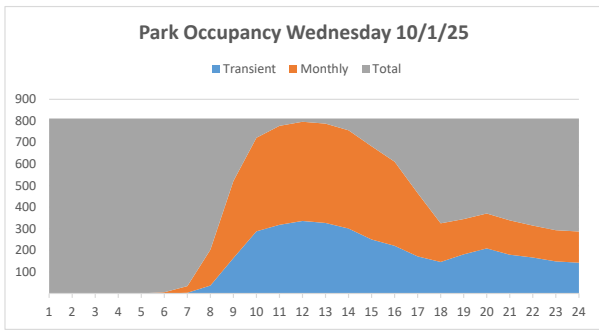
October 2025

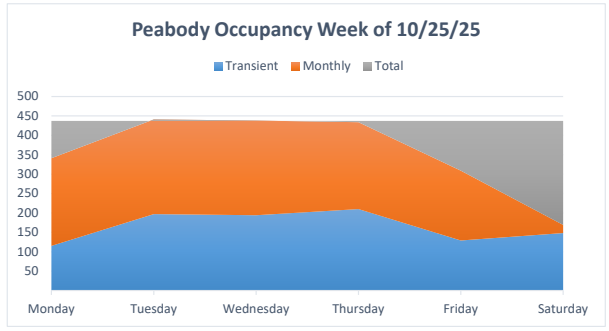
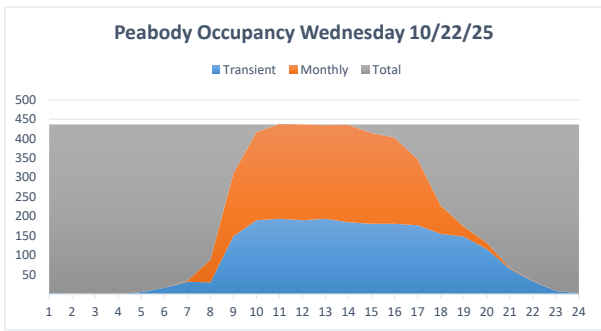
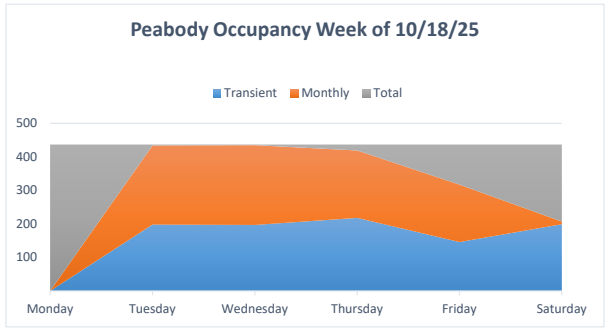
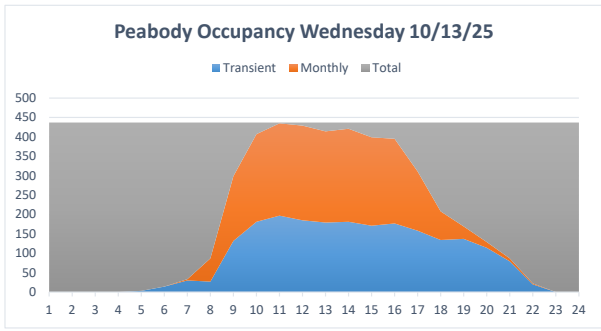
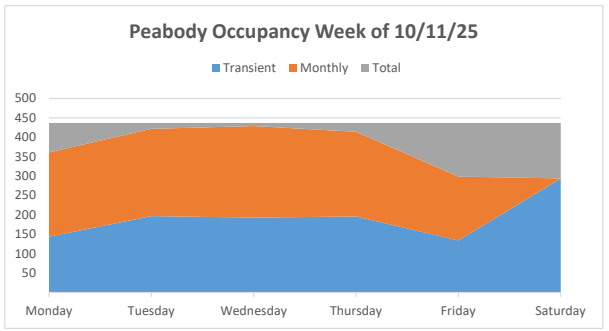
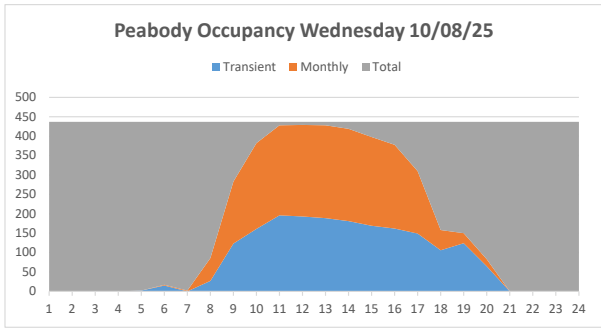
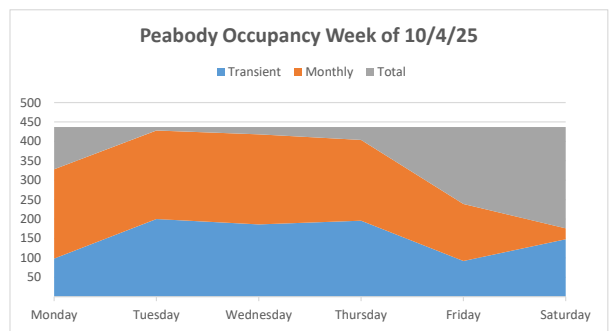
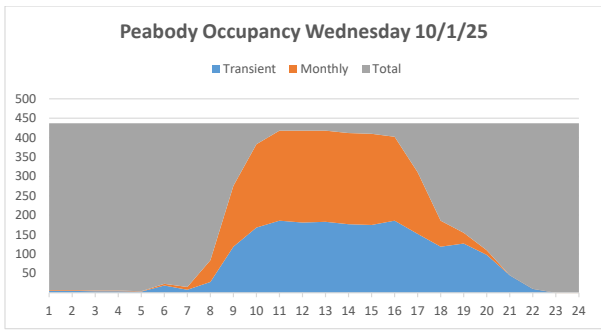
GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE VEHICLES
CHESTER	4,181	2,158	\$12,462.00	52%
OLD WOODWARD	14,011	7,636	\$41,647.00	55%
PARK	23,045	11,607	\$67,950.00	50%
PEABODY	21,673	13,026	\$48,398.00	60%
PIERCE	24,077	11,035	\$83,032.00	46%
TOTALS	86,987	45,462	\$253,489.00	52%

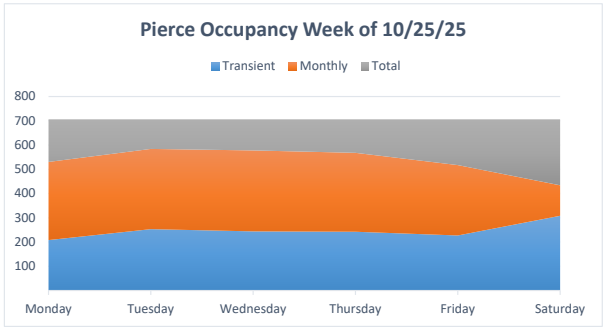
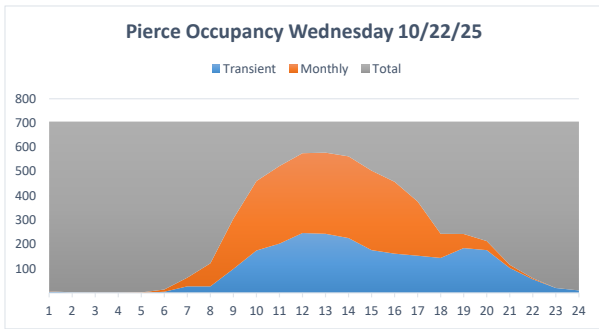
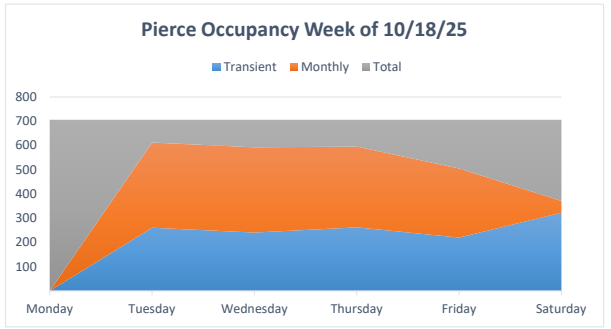
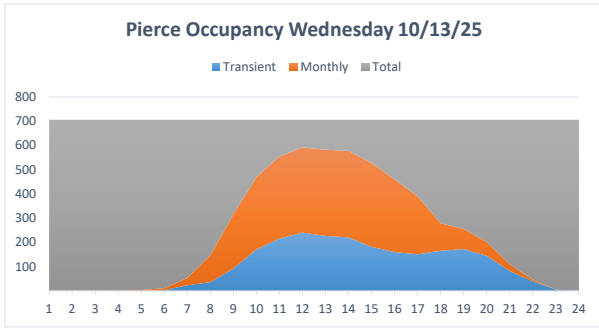
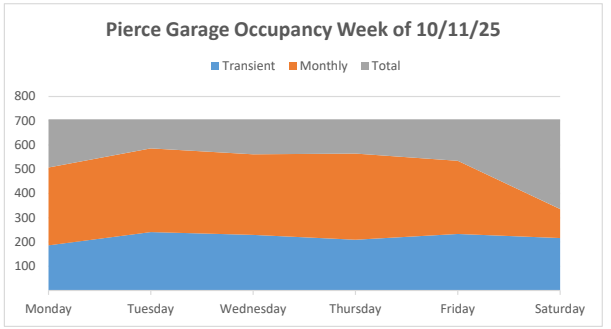
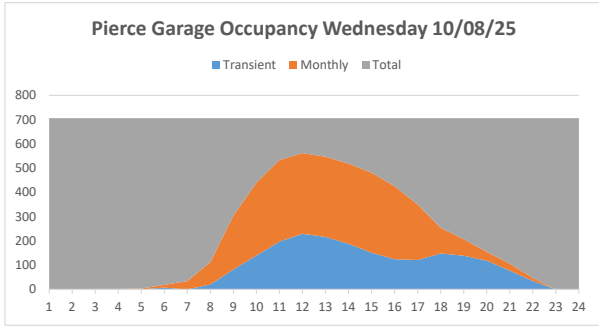
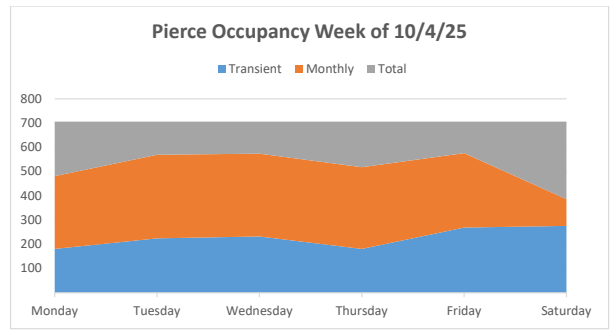
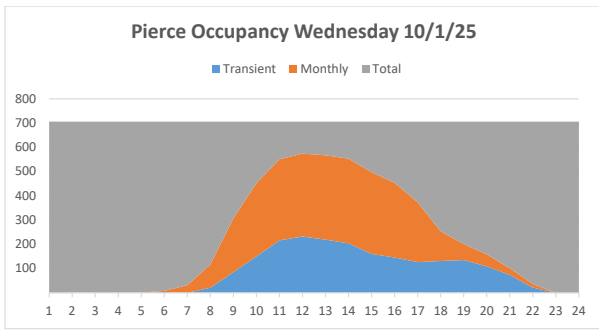
Paying cars	Rate per
2,023	\$6.16
6,375	\$6.53
11,438	\$5.94
8,647	\$5.60
13,042	\$6.37
	\$6.12



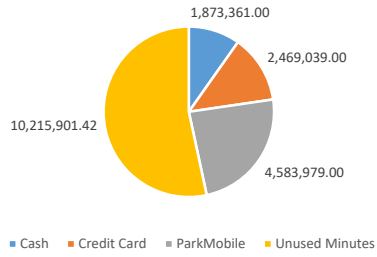




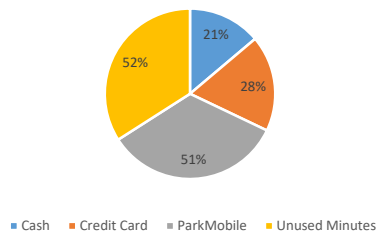




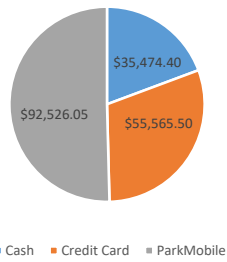
November - Total Minutes - 8,926,379 Out of 19,822,320



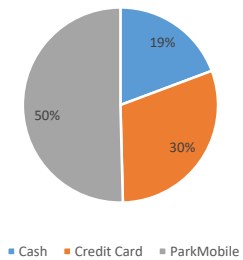
November - Total Minutes - 8,926,379 Out of 19,822,320



November - Meter Revenue



November - Meter Revenue







Name of Board: **Birmingham Shopping District**
 Members Required for Quorum: **7**

Year: **2025**

MEMBER NAME	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	MTG	MTG	Mtgs.	Absent	Attended
REGULAR MEMBERS																	
Jana Ecker	A	CP	P	A	P	A	A	P	P	P	P	P			7	4	64%
Beth Hussey	P	CP	P	P	P	P	P	P	P	P	Ae	P			10	1	91%
Zachery Kay	P	CP	P	P	P	P	P	P	P	P	P	P			11	0	100%
Jessica Lundberg	P	CP	P	P	P	AE	P	Ae	P	P	P	A			8	3	73%
Mike McKenzie	P	CP	A	P	P	P	P	P	Ae	Ae	Ae	P			7	4	64%
Amy Pohlod	P	CP	P	P	P	P	A	P	P	P	Ae	P			9	2	82%
Bill Roberts	P	CP	P	AE	P	P	P	P	P	P	P	P			10	1	91%
Minna Sharrak	NA	NA	NA	NA	A	P	P	P	P	P	P	P			7	1	88%
Sam Surnow	A	CP	P	A	P	P	P	P	P	P	P	P			9	2	82%
Michele Taddei	P	CP	P	P	P	P	P	P	P	P	P	A			10	1	91%
Sloane Wolf	P	CP	P	P	P	P	P	P	P	P	P	P			11	0	100%
Member Name															0	0	#DIV/0!
															0	0	#DIV/0!
															0	0	#DIV/0!
Reserved															0	0	#DIV/0!
Doug Fehan	P	CP	P	P	A	P	P	P	P	Ae	P	P			9	2	82%
Sarvy Lipari	P	CP	P	A	P	P	P	P	P	Ae	P	P			9	2	82%
Present or Available	8	10	9	7	10	9	9	10	10	10	8	9	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 Board and Committee Meetings 2026

Month	BSD Board	Executive Committee	Business Development Committee	Maintenance and Capital Improvements Committee	Marketing and Advertising Committee	Special Events Committee	Tourism Advisory
January	*1/8/26	12/17/2025	1/27/2026	1/13/2026	1/14/2026	1/9/2026	
February	2/5/2026	1/28/2026	2/24/2026	2/10/2026	2/11/2026	2/13/2026	
March	*3/12/26	*3/4/26	3/24/2026	3/10/2026	3/11/2026	3/13/2026	
April	*4/16/26	*4/1/26	4/28/2026	4/14/2026	*4/15/26	*4/27/26	4/22/2026
May	5/7/2026	4/29/2026	5/26/2026	5/12/2026	5/13/2026	5/8/2026	
June	6/4/2026	*5/20/26	6/23/2026	6/9/2026	6/10/2026	6/12/2026	
July	7/2/2026	6/24/2026	7/28/2026	7/14/2026	7/8/2026	7/10/2026	
August	8/6/2026	7/29/2026	8/25/2026	8/11/2026	8/12/2026	8/14/2026	
September	9/3/2026	8/26/2026	9/22/2026	9/8/2026	9/9/2026	9/13/2026	9/16/2026
October	10/1/2026	9/23/2026	10/27/2026	10/13/2026	10/14/2026	10/9/2026	
November	11/5/2026	10/28/2026	11/24/2026	11/10/2026	*11/4/26	11/13/2026	
December	12/3/2026	11/25/2026	12/22/2026	*TBD	12/9/2026	12/11/2026	

*Notes date outside of typical meeting cadence

Committee	Typical Meeting Cadence	Time of Day
BSD Board	1st Thursday of the month	8:30 AM
Executive Committee	2 Wednesdays before Board Meeting	8:30 AM
Business Development Committee	4th Tuesday of the month	8:30 AM
Maintenance and Capital Improvements Committee	2nd Tuesday of the month	8:30 AM
Marketing and Advertising Committee	2nd Wednesday of the month	8:30 AM
Special Events Committee	2nd Friday of the month	8:30 AM
Tourism Advisory	Twice a year	10:00 AM



BIRMINGHAM

SHOPPING DISTRICT

2026 Calendar of Events

January 24 – BRRmingham Blast

April 11 – Spring Stroll

May 3 – Farmers Market – 24th Annual Opening Day Celebration

June 5 – Movie Night

June 14 – Farmers Market – Strawberry Jam-boree

July 10 – Movie Night

July 19 – Farmers Market – Super Farmer Day

July 25 – Day On The Town

August 7 – Movie Night

August 9 – Farmers Market - Corn Festival

August 15 – Birmingham Cruise Event

September 4 – Movie Night

September 17 – Art Walk

September 20 – Farmers Market – Harvest Festival

October 1 – 31 – BirminghamBURGER Event

October 25 – Farmers Market – End of Season Celebration

November 28 – Small Business Saturday

November 28 – Santa Walk – Santa House opens & Carriage rides

December 4 – Holiday Tree Lighting

December 4 – 6 – Winter Markt

November 28 & December weekends – Santa House & Carriage Rides