



Birmingham Shopping District Agenda
Thursday, February 5, 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 – January 8, 2026 (pg. 8-11)
 - b. Approval of Vouchers – January 2026 (pg. 12-13)
 - c. Absence Waivers – McKenzie, Surnow
4. New Business
5. Presentations
 - a. Downtown Usage Survey (pg. 14-25)
6. Old Business
7. Reports
 - a. Committee Reports: (pg. 26-41)
 - 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. 42-43)
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

February 5, 2026

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

Finance Reports

File and receive the financial reports for the period ending December 31, 2025.

Consent Agenda Items

Motion: To approve the consent agenda for February 5, 2026, as presented.

- a. Minutes
Minutes from the January 8, 2026, 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 January 2026.

New Business

Presentations

- a. Downtown Usage Survey Report

Old Business

Executive Director Report

Budget:

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

- February 10-13, 2026 : Department budget meetings with Finance and City Manager
- April 25, 2026: City Commission budget hearing

Assessment:

- The 2026 Assessment was mailed to property owners the week of January 19, 2026 and is due without penalty on March 23, 2026.
- Planning for the assessment renewal (2027-2029) will begin in March.



BIRMINGHAM

SHOPPING DISTRICT

Special Events:

Special event applications for the Farmers Market, Movie Nights, Day On The Town and the Birmingham Cruise Event were submitted the week of January 26, 2026. We expect them to be on the consent agenda at the regular City Commission meeting on February 23, 2026.

Upcoming Events:

- Spring Stroll, April 11, 2026, 11 a.m. – 2 p.m.
- Farmers Market Opening Day, May 3, 2026, 9 a.m. – 2 p.m.

Marketing and Public Relations:

- **Social Media:** We've developed and adopted our new social media strategy and content calendar. Saturday Social has started implementing the profile changes and developing content. Throughout our partnership, we will monitor analytics and revise our strategy and approach as needed to meet our goals.
- **Advertising/Media Contracts:** FYE2027 media plans are underway, and we've met with our advertising partners to prepare proposals. We anticipate presenting proposals to the Marketing Committee and Board in early spring.

Sponsorship/Donation Requests:

The BSD Board reviews sponsorship requests twice per year, at the March and September Board meetings. Organizations requesting sponsorships or donations, should complete the [online form](#) by February 15, 2026 (for review at the March meeting) and August 15, 2026 (for review at the September meeting).

Proposed Parking Rate Increases:

Following the January 7, 2026 Advisory Parking Committee (APC) meeting, City staff has decided to take a brief pause and reevaluate the concept of increasing parking rates. Based on the BSD survey results, public feedback, and City Commission input during Long Range Planning, staff would like to further evaluate parking rates and explore a more strategic process moving forward, with the intent of bringing an alternative option forward at a future APC meeting. The January 7, 2026 APC Agenda Packet can be found [here](#) for reference.

Fund 235.0 PRINCIPAL SHOPPING DISTRICT

GL Number	Description	Balance
*** Assets ***		
235.0-000.000-005.0000	CASH AND INVESTMENTS	1,404,537.29
235.0-000.000-036.0000	MISCELLANEOUS	14,580.00
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		1,474,670.49
*** Liabilities ***		
235.0-000.000-202.0000	ACCOUNTS PAYABLE	56,408.32
235.0-000.000-255.0001	GIFT CERTIFICATES	600.00
235.0-000.000-362.0300	DEFERRED INFLOWS - MISCELLANEOUS I	16,037.45
235.0-000.000-362.0800	DEFERRED INFLOWS - DELQ SPECIAL AS	54,095.75
Total Liabilities		127,141.52
*** 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		(489,049.07)
Ending Fund Balance		1,347,528.97
Total Liabilities And Fund Balance		1,474,670.49

PERIOD ENDING 12/31/2025

GL NUMBER	DESCRIPTION	2024-25		2025-26		ACTIVITY FOR	YTD BALANCE 12/31/2025	% BDGT USED	ENCUMBERED YEAR-TO-DATE
		AMENDED BUDGET	END BALANCE 06/30/2025	AMENDED BUDGET	MONTH 12/31/25				
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	0.00	25,000.00	100.00	0.00	0.00
CHARGES FOR SERVICES		25,000.00	25,000.00	25,000.00	0.00	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	23,431.51	49.96	0.00	0.00
INTEREST AND RENT		36,000.00	79,611.17	46,900.00	0.00	23,431.51	49.96	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	12,380.00	150,455.00	65.42	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	12,380.00	150,455.00	65.42	0.00	0.00
Total Dept 000.000		1,556,329.17	1,604,611.05	1,679,740.01	12,380.00	209,634.28	12.48	0.00	0.00
TOTAL REVENUES		1,556,329.17	1,604,611.05	1,679,740.01	12,380.00	209,634.28	12.48	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 12/31/2025

GL NUMBER	DESCRIPTION	ACTIVITY FOR						
		2024-25 AMENDED BUDGET	END BALANCE 06/30/2025	2025-26 AMENDED BUDGET	MONTH 12/31/25	YTD BALANCE 12/31/2025	% 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	3,714.27	31,281.74	51.88	0.00
235.0-441.005-702.0002	OVERTIME PAY	24,730.00	26,718.32	30,180.00	1,477.53	13,522.70	44.81	0.00
235.0-441.005-702.0003	LONGEVITY	170.00	187.50	200.00	36.00	36.00	18.00	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	391.75	3,335.84	48.07	0.00
235.0-441.005-711.0002	HOSPITALIZATION	10,740.00	23,105.38	19,250.00	816.02	8,262.71	42.92	0.00
235.0-441.005-711.0003	LIFE INSURANCE	170.00	349.82	250.00	15.83	145.48	58.19	0.00
235.0-441.005-711.0004	RETIREE HEALTH CARE CONTRIBUTI	4,230.00	4,218.71	540.00	43.08	258.48	47.87	0.00
235.0-441.005-711.0005	DENTAL/OPTICAL	610.00	1,406.65	1,360.00	62.89	265.50	19.52	0.00
235.0-441.005-711.0006	ST/LT DISABILITY INSURANCE	600.00	828.20	850.00	41.40	390.36	45.92	0.00
235.0-441.005-711.0007	WORKER'S COMPENSATION	1,160.00	1,733.88	1,790.00	93.47	842.65	47.08	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	4,279.50	49.99	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	462.04	4,260.72	53.39	0.00
235.0-441.005-711.0013	RET HLTH SVGS CONTR EMPLR	670.00	2,622.58	1,480.00	123.05	1,210.69	81.80	0.00
PERSONNEL SERVICES		100,540.00	153,366.76	139,750.00	7,990.58	68,092.37	48.72	0.00
OTHER CHARGES								
235.0-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	36,190.00	39,802.76	37,100.00	2,861.36	27,444.84	73.98	0.00
OTHER CHARGES		36,190.00	39,802.76	37,100.00	2,861.36	27,444.84	73.98	0.00
Total Dept 441.005 - DOWNTOWN MAINTENANCE		136,730.00	193,169.52	176,850.00	10,851.94	95,537.21	54.02	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	35,124.98	174,074.67	50.16	0.00
235.0-720.000-702.0002	OVERTIME PAY	1,500.00	414.43	1,600.00	569.47	569.47	35.59	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	2,716.52	13,085.99	49.05	0.00
235.0-720.000-711.0002	HOSPITALIZATION	70,710.00	45,853.30	57,140.00	3,442.00	20,511.20	35.90	0.00
235.0-720.000-711.0003	LIFE INSURANCE	580.00	944.03	610.00	72.34	448.51	73.53	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	540.92	49.17	0.00
235.0-720.000-711.0007	WORKER'S COMPENSATION	1,190.00	1,058.23	1,290.00	113.56	575.75	44.63	0.00

PERIOD ENDING 12/31/2025

GL NUMBER	DESCRIPTION	ACTIVITY FOR						
		2024-25 AMENDED BUDGET	END BALANCE 06/30/2025	2025-26 AMENDED BUDGET	MONTH 12/31/25	YTD BALANCE 12/31/2025	% 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	5,617.50	49.98	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	5,709.54	52.19	0.00
235.0-720.000-711.0013	RET HLTH SVGS CONTR EMPLR	1,830.00	(2,045.73)	1,820.00	140.00	868.00	47.69	0.00
PERSONNEL SERVICES		450,200.00	416,673.50	461,140.00	44,123.26	222,001.55	48.14	0.00
OTHER CHARGES								
235.0-720.000-801.0200	LEGAL SERVICES	3,000.00	2,215.00	4,500.00	148.50	1,188.00	26.40	0.00
235.0-720.000-802.0100	AUDIT	740.00	750.00	800.00	267.80	760.00	95.00	0.00
235.0-720.000-811.0000	OTHER CONTRACTUAL SERVICE	50,000.00	2,122.01	10,000.00	100.00	4,349.41	43.49	0.00
235.0-720.000-813.0000	ADMINISTRATIVE SERVICES	0.00	0.00	30,930.00	2,577.50	15,465.00	50.00	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	21,400.00	77.35	42,800.00
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	749.04	42.80	0.00
235.0-720.000-881.0000	MARKETING & ADVERTISING	191,597.01	163,313.64	201,750.01	22,028.20	86,830.24	75.99	66,480.36
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	70.00	9,039.91	18.57	3,810.00
235.0-720.000-888.0000	SPECIAL EVENTS	259,050.00	263,998.97	301,250.00	17,436.03	166,334.62	71.60	49,358.06
235.0-720.000-901.0000	PRINTING & PUBLISHING	67,500.00	25,519.98	61,000.00	4,795.00	11,045.00	39.64	13,135.00
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	0.00	335.57	22.37	0.00
235.0-720.000-935.0200	MAINTENANCE SHOPPING DIST	87,574.65	63,881.31	165,740.00	423.38	19,651.39	21.59	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	24,825.00	50.00	0.00
235.0-720.000-944.0000	BUILDING OR FACILITY RENT	12,000.00	12,000.00	12,000.00	1,000.00	6,000.00	50.00	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	2,800.00	46.67	0.00
235.0-720.000-960.0400	LIABILITY INSURANCE	5,170.00	5,169.96	5,380.00	448.33	2,689.98	50.00	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	64,682.09	380,829.16	55.24	191,718.92
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	315.43	9.01	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	315.43	5.95	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	108,805.35	603,146.14	52.89	006 191,718.92

PERIOD ENDING 12/31/2025

GL NUMBER	DESCRIPTION	2024-25	END BALANCE	2025-26	ACTIVITY FOR	YTD BALANCE	% BDGT	ENCUMBERED
		AMENDED BUDGET	06/30/2025	AMENDED BUDGET	MONTH 12/31/25	12/31/2025	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>119,657.29</u>	<u>698,683.35</u>	<u>53.01</u>	<u>191,718.92</u>
TOTAL REVENUES - FUND 235.0		1,556,329.17	1,604,611.05	1,679,740.01	12,380.00	209,634.28	12.48	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>119,657.29</u>	<u>698,683.35</u>	<u>53.01</u>	<u>191,718.92</u>
NET OF REVENUES & EXPENDITURES		0.00	256,287.70	0.00	(107,277.29)	(489,049.07)	100.00	(191,718.92)

City of Birmingham
Birmingham Shopping District Meeting Minutes
Thursday, January 8, 2026 - 8:30 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held on Thursday, January 8, 2026, at 8:30 a.m. at The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Ecker, Hussey, Kay, Lundberg, Pohlod, Roberts, Sharrak, Taddei, Wolf, Director Emeritus Fehan, Secretary Lipari

ABSENT: McKenzie, Surnow

ADMINISTRATION: Bassett, Brook

GUEST(S): Mary Chavez, Melissa Mark

2. RECOGNITION OF VISITORS

3. FINANCE REPORT – CHAVEZ

Chavez reported that fiscal year 2025 is now officially closed. At the end of the fiscal year, the BSD had a fund balance exceeding \$1.8 million. Cash investments are strong and liabilities are low.

The fund balance at the end of November was \$1.4 million which is typical due to the timing of assessments being paid early in the calendar year. Bills for 2026 assessments will be mailed this month.

4. APPROVAL OF CONSENT AGENDA

Consent agenda consisted of the:

- a. Approval of the BSD Board minutes from December 4, 2025
- b. Approval of vouchers – December 2025
- c. Absence Waivers – Lundberg, Taddei

MOTION: Motion by Kay, seconded by Hussey, to approve the BSD Board minutes from December 4, 2025, vouchers from December 2025, and absence waiver for Lundberg and Taddei.

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

Motion passed.

5. NEW BUSINESS

a. BSD Board Officer Elections

Pohlod shared the board needs to elect a chair, vice chair, and a secretary. At last month's meeting Pohlod was nominated for chair, Kay was nominated for vice chair, and Lipari was nominated for secretary.

MOTION: Motion by Ecker, seconded by Lundberg, to elect Pohlod as BSD board chair.

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

Motion passed.

MOTION: Motion by Wolf, seconded by Roberts, to elect Kay as BSD board vice chair.

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

Motion passed.

MOTION: Motion by Wolf, seconded by Ecker, to elect Lipari as BSD board secretary.

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

Motion passed.

b. BSD Executive Committee Appointments

Pohlod explained that there are five members of the executive committee. McKenzie recently let Pohlod know that he is no longer able to serve as a part of the executive committee. Pohlod suggested appointing Wolf to fill the vacant position as she would be able to represent both the business development and marketing committees.

MOTION: Motion by Lundberg, seconded by Kay, to appoint Wolf to the executive committee.

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

Motion passed.

c. Fiscal Year End 2027 Budget Draft

Bassett reviewed the draft of the budget for the FYE2027. She highlighted some changes to committee budgets including an increase in the marketing budget due to the outsourcing of social media management. In the special events budget she accounted for making some needed repairs to Santa House.

Alley improvements and purchasing a new Christmas tree will fall under capital improvements since they will be one-time expenses.

The budget, as drafted, will use some of the fund balance to cover capital improvements and special projects. Pohlod added that it is okay to use a portion of the fund balance, but that cannot be done every year.

MOTION: Motion by Kay, seconded by Sharrak, to approve the FYE 2027 budget as presented.

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

Motion passed.

6. PRESENTATIONS

7. OLD BUSINESS

8. REPORTS

a. COMMITTEE REPORTS

SPECIAL EVENTS - KAY

Kay shared that Santa Walk and Winter Markt went well. Vendors were pleased with the new tent company and people liked the adjusted layout with tents in front of City Hall.

Food trucks are lined up for the BRRmingham Blast which is scheduled for January 24th.

MARKETING & ADVERTISING - LUNDBERG

No meeting held.

MAINTENANCE/CAPITAL IMPROVEMENTS - LIPARI

No meeting held.

BUSINESS DEVELOPMENT

No meeting held.

DRAFT

EXECUTIVE COMMITTEE REPORT – POHLOD

No report.

b. WAYFINDING

No report.

c. ADVISORY PARKING COMMITTEE

Taddei reported that the committee is looking at possible rate increases. Additional revenue would be used to create a fund to help with environmental issues. Current renovations to the garages are being paid for using fund balance.

d. EXECUTIVE DIRECTOR REPORT

Bassett reviewed the timeline for the new budget. The Year in Review document will be mailed with assessment bills. Bassett reminded the board that this is the final year with this assessment. 2027 will start a new 3-year assessment cycle. This involves getting approval from City Commission.

The City’s Long Range Planning session will be held on January 24th.

DRAFT

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

Mark shared that she likes the idea of a larger Christmas tree for Shain Park.

12. ADJOURNMENT – 9:34 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: 02/05/2026

Early Release	Vendor	Description	Account	Amount
	21ST CENTURY MEDIA-MICHIGAN	GENERAL ADVERTISING	MARKETING & ADVERTISING	500.00
	ALLEGRA MARKETING, PRINT, MAIL	BUSINESS AD FLYERS	TENANT RECRUITMENT	592.32
*	AMAZON CAPITAL SERVICES INC	MISC OFFICE SUPPLIES	OPERATING SUPPLIES	323.19
	ART/DESIGN GROUP LTD	ARTWORK	MARKETING & ADVERTISING	421.00
	AUDACY OPERATIONS, INC.	ADVERTISING FOR HOLIDAY	HOLIDAY	6,600.00
*	BAKEHOUSE 46	GIFT CARD GIVEAWAY PROMOTION	TENANT RECRUITMENT	294.72
*	BARBARA BOZ	GIFT CARD GIVEAWAY PROMOTION	TENANT RECRUITMENT	250.00
	BEVERLY HILLS LIONS CLUB	PORTION OF SANTA HOUSE DONATIONS	CONTRIBUTIONS TO NON-PROFITS ORGANIZATIO	1,143.08
	BIRMINGHAM EDUCATION FOUNDATION	PORTION OF SANTA HOUSE DONATIONS	CONTRIBUTIONS TO NON-PROFITS ORGANIZATIO	1,828.92
*	BON BON BON	GIFT CARD GIVEAWAY PROMOTION	TENANT RECRUITMENT	250.00
*	CARUSO CARUSO	GIFT CARD GIVEAWAY PROMOTION	TENANT RECRUITMENT	500.00
*	CHAT GPT	MONTHLY SOCIAL MEDIA	MARKETING & ADVERTISING	20.00
*	FOUND OBJECTS	GIFT CARD GIVEAWAY PROMOTION	TENANT RECRUITMENT	500.00
*	GAZELLE SPORTS	GIFT CARD GIVEAWAY PROMOTION	TENANT RECRUITMENT	500.00
*	HALF-MOON OUTFITTERS	GIFT CARD GIVEAWAY PROMOTION	TENANT RECRUITMENT	750.00
	HOUR MEDIA LLC	ADVERTISING FOR GENERAL	GENERAL ADVERTISING	2,295.00
*	ICSC	MEMBERSHIP DUES	MEMBERSHIPS AND DUES	175.00
	IHEART MEDIA	ADVERTISING FOR HOLIDAYS	MARKETING & ADVERTISING	6,030.01
	JCC CREATIVE LLC	MONTHLY PHOTOGRAPHY SERVICES	MONTHLY PHOTOGRAPHY SERVICES	250.00
*	KROGER	MISC SUPPLIES FOR WINTER MARKET	SPECIAL EVENTS	35.75
	LIFESTYLE PUBLICATIONS LLC	PRINTING AND PUBLISHING	PRINTING AND PUBLISHING	1,250.00
	MICHIGAN ECONOMIC	ANNUAL MEMBERSHIP	MEMBERSHIPS AND DUES	350.00
	MICHIGAN RADIO NPR	HOLIDAY ADVERTISING	MARKETING & ADVERTISING	825.00
	NATIONAL MAIN STREET	VISITOR PROFILE	TENANT RECRUITMENT	1,500.00
	NICK'S MAINTENANCE	SNOW REMOVAL	SNOW REMOVAL	10,700.00
*	SCANDIA	GIFT CARD GIVEAWAY PROMOTION	TENANT RECRUITMENT	500.00
	SIGNS-N-DESIGNS INC	SIGNS FOR BRRMINGHAM BLAST	SPECIAL EVENTS	280.00
*	SUNDANCE SHOES	GIFT CARD GIVEAWAY PROMOTION	TENANT RECRUITMENT	500.00

Birmingham Principal Shopping District Board

Voucher List For: 02/05/2026

Early Release	Vendor	Description	Account	Amount
	TIME TO PLAY RENTALS	BRRMINGHAM BLAST ZIP LINE AND ENTERTAINMENT	BRRMINGHAM BLAST	4,607.50
	WDIV/TV4	ADVERTISING FOR HOLIDAYS	HOLIDAY	4,750.00
	WXYZ/TV 7	HOLIDAY MEDIA PLAN	HOLIDAY MEDIA PLAN	4,000.00
*	BIRMINGHAM BLOOMFIELD CHAMBER	SPONSORSHIP FOR 2026	MARKETING & ADVERTISING	2,500.00
			Total:	\$ 55,021.49

Journal Entries

City of Birmingham - Employee Parking January	\$	600.00
City of Birmingham - Employee Parking December adjustment		(20.00)
City of Birmingham - Postage		24.42
TOTAL VOUCHERS AND JOURNAL ENTRIES	\$	55,625.91

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

Board Chair _____ **Date** _____

Downtown Usage Survey Results Report

Birmingham Shopping District

Presented by: Erika Bassett

Date: January 2026



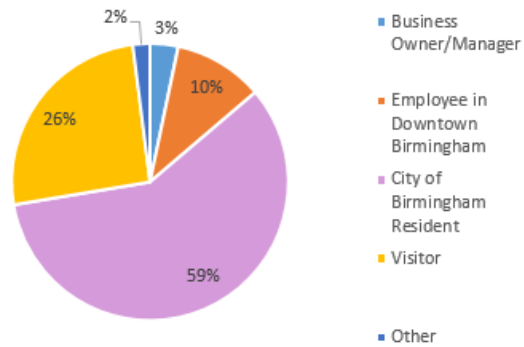
About the Survey

- Survey purpose was to understand how people use and view Downtown Birmingham, as it relates to shopping, dining, services and amenities
- June-December 2025 collection period
- Data collected via Google Forms and Engage Birmingham
- Consisted of 27 questions, with a mix of required multiple selection and optional open-ended responses
- Promoted through social media, local print articles, city newsletter communications, Engage Birmingham, and others, and at local events
- Offered eight prize packs as an incentive
- 1,401 total responses received

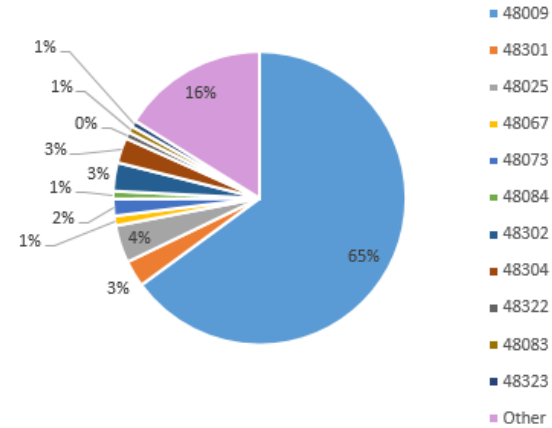


Demographics

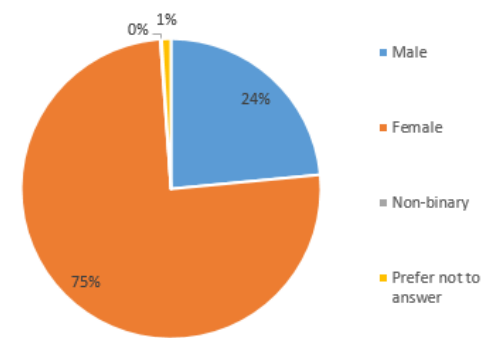
Respondent Type



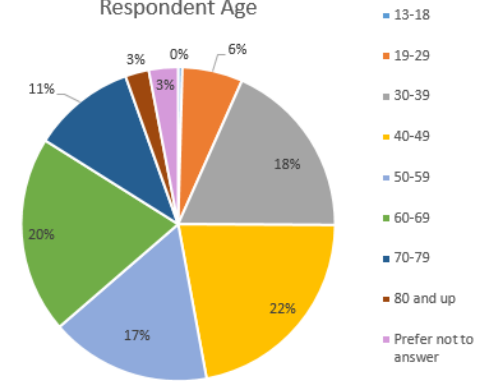
Respondent Zip Code



Respondent Gender



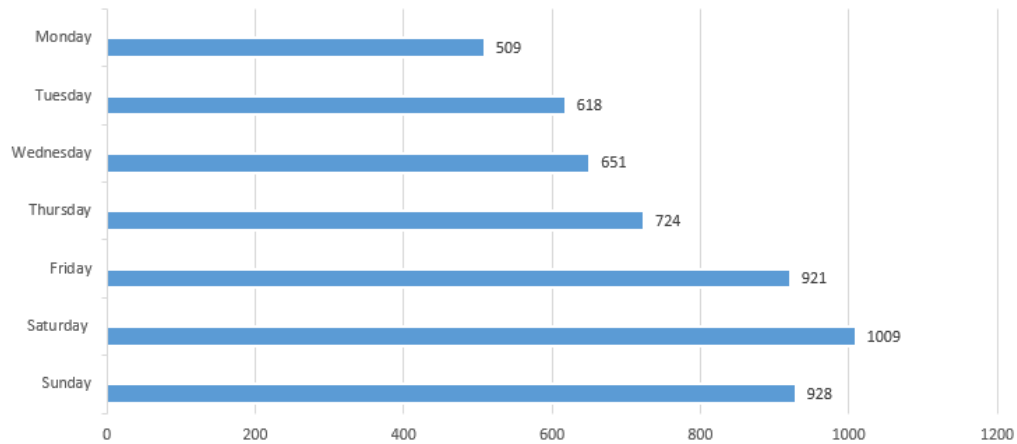
Respondent Age



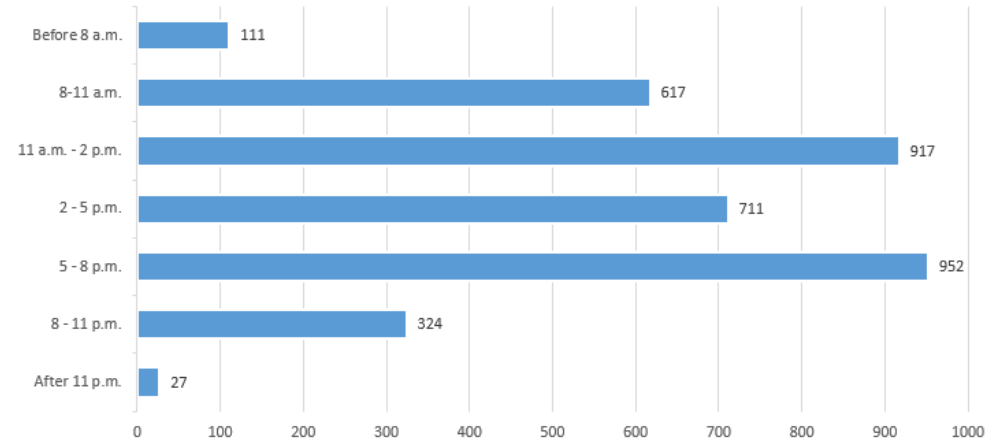
Demographic questions were required and received 1,401 responses. Nearly 60% of respondents identified as residents and 65% reported 48009 as their zip code. Respondents were predominantly female at 75%. Persons aged 30-69 made up 77% of respondents.

Behaviors

What day(s) of the week do you most visit?



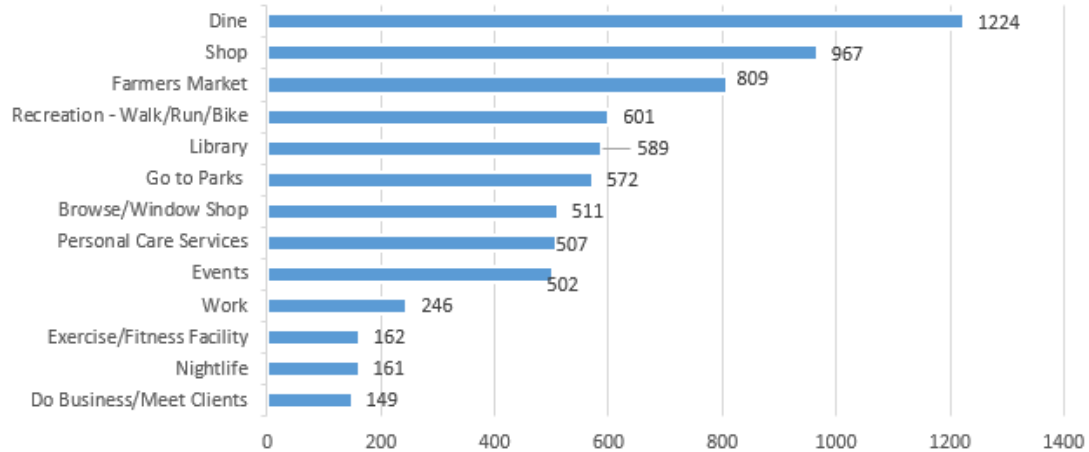
What time(s) of day do you most visit?



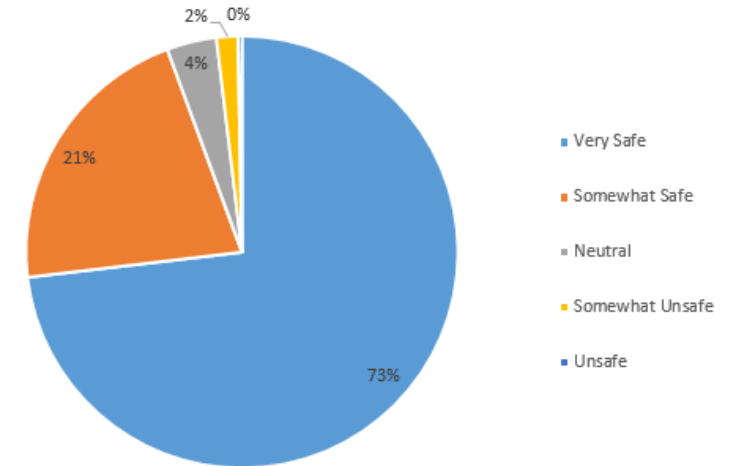
Behavior questions were required and received 1,401 responses. Respondents are weekend-centric, visiting most often on Saturday, followed closely by Sunday and Friday. However, over 50% reported visiting on Thursday, and approximately 40% reported visiting on Tuesday and Wednesday. The most popular visit times are between 5-8 p.m. and 11 a.m.-2 p.m., likely correlated to dining activity, which was the most frequent downtown activity selected by respondents.

Behaviors

What things do you most often do when you visit downtown? Select all that apply.



How safe do you feel in Downtown Birmingham during your visits?

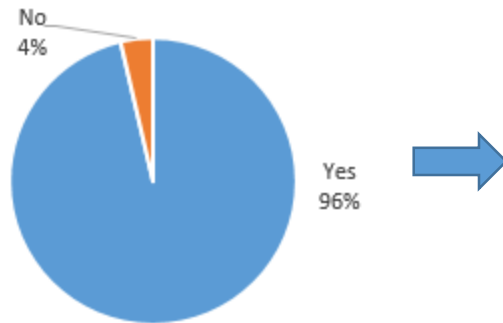


The behavior and safety questions were required, with 87% of respondents reporting that they most often visit downtown to dine. Shopping, the Farmers Market and recreational activities follow with 69%, 58% and 43% among respondents, respectively. Regarding safety, 94% of respondents feel very safe or somewhat safe when visiting downtown, with a small number of respondents reporting that they feel neutral or unsafe. In the open-ended questions, many respondents reported concerns about occasional unruly crowds on weekends and panhandling.

Dining

Dining questions were required, with 1,401 responses, except for the option to further explain.

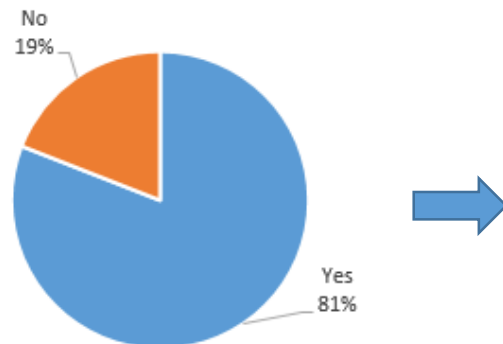
Are the restaurants in Downtown Birmingham generally open when you want to dine?



Summary of responses to the option to “please explain” (367 responses)

- **Desire for more options on Mondays and for lunch:** A significant number of responses express frustration that many restaurants are closed on Mondays. There is also a repeated request for more lunch dining options, especially upscale places, and for some cafes/breakfast spots to open earlier.
- **Request for Later Hours:** Many respondents wish that some restaurants, particularly casual ones and certain breakfast/brunch spots like Commonwealth and Toast, would stay open later in the day or evening.
- **Need for Increased Availability and Reservations:** Several responses note that it is often difficult to get a table or a reservation, especially during peak times or without booking in advance.

Is the assortment of restaurants in Downtown Birmingham desirable?



Summary of responses to the option to “please explain” (584 responses)

- **Good Variety and Quality Acknowledged:** Many respondents positively noted the current assortment of restaurants, praising the variety of cuisines, price points, and the overall quality of dining experiences, with some enjoying the mix of established and new spots.
- **Desire for More Casual and Affordable Options:** Many respondents highlighted the need for more mid-priced, casual, and affordable dining choices, particularly for lunch and families, as the current selection is often perceived as too expensive or high-end.
- **Desire for Greater Ethnic Diversity:** While many appreciate the current variety, a significant number of responses requested more diverse ethnic cuisines, specifically mentioning Chinese, Korean, authentic Mexican, Indian, Vietnamese, and other Latin or South American options.
- **Demand for Family-friendly Restaurants:** A frequent request was for more restaurants that are explicitly kid-friendly and family-oriented, with suitable menus and a relaxed atmosphere.
- **Need for Quick-service/Grab-and-go Options:** Several people expressed a wish for more fast-casual, deli, sandwich, and take-out options for a quick or healthy lunch.



Dining

What restaurants or food offerings would enhance the Downtown experience? (optional, 953 responses)

- **Affordability and Casual Dining:** Many respondents requested more affordable, mid-range, and casual dining options, particularly for lunch, to offer alternatives to the high-end steakhouses. This includes quick-service, grab-and-go spots, delis, and sandwich shops.
- **Ethnic Cuisine Diversity:** There is a significant demand for a greater variety of ethnic restaurants, with Mexican and Chinese/Asian (including Thai, Ramen, and Vietnamese) being the most frequently mentioned. Indian, Middle Eastern/Mediterranean, and various cuisines (e.g., French, Spanish/Tapas, Polish, German) were also suggested.
- **Family-Friendly Options:** Numerous responses highlighted the need for more family-friendly restaurants with reasonable prices and dedicated kid's menus.
- **Specialty/Dessert Offerings:** There is a strong desire for dessert options, especially ice cream, frozen yogurt and bakeries. Specialty coffee and boba tea shops were also noted.
- **Healthy and Alternative Options:** Respondents requested more health-conscious food, including vegan, vegetarian, gluten-free, and farm-to-table options.
- **Venue Atmosphere and Features:** Suggestions included more sports bars, cocktail lounges/wine bars, places with live music, and restaurants with rooftop areas or outdoor seating. There's also a desire for more neighborhood/independent businesses over corporate chains.

What restaurants or food offerings would encourage you to visit Downtown Birmingham more frequently? (optional, 813 responses)

- **Affordability and Casual Dining:** There is a high demand for more affordable, mid-range priced restaurants and casual dining options, particularly for lunch and family outings, as many existing establishments are perceived as too high-end or expensive.
- **Specific Cuisine Requests:** Mexican/Latin American food is the most frequently requested cuisine, followed by Asian (Chinese, Thai, Japanese/Sushi/Ramen), Italian (especially casual/family style), Mediterranean/Middle Eastern, and Deli/Sandwich shops.
- **Quick and Convenient Options:** Many respondents want more quick-service places, including options like Panera, CAVA, and food trucks.
- **Dietary and Health Needs:** There is significant interest in restaurants offering healthy, organic, vegetarian, vegan, and gluten-free choices, as well as places that are more focused on fresh, quality ingredients.
- **Ambiance and Amenities:** Suggestions include more kid-friendly environments and menus, increased outdoor seating/patios, and establishments with sports bar/pub concepts or good happy hour specials.



Shopping

Shopping questions were required, with 1,401 responses, except for the option to further explain.

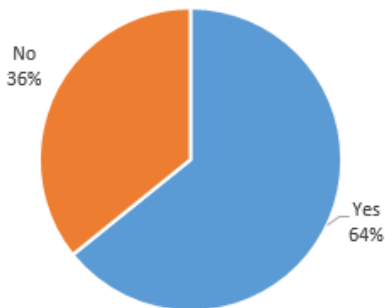
Are the retail shops in Downtown Birmingham generally open when you want to shop?



Summary of responses to the option to “please explain” (337 responses)

- **Desire for Later Evening Hours:** Many responses indicated that stores close too early, making it difficult for those with standard business hours to shop on weekdays. There's a strong desire for stores to stay open until 7-8 p.m., particularly on some weekdays and weekends, to allow for shopping before or after dinner. Early closing times force some to shop only on weekends or online, or to visit the mall instead due to its later hours.
- **Weekend and Morning Hours:** While some are satisfied with current hours, many wish for more shops to be open on Sundays, and some expressed a preference for earlier opening times, such as 9 a.m.
- **Pricing and Store Variety:** Several respondents mentioned that the shops are too high-end or expensive for their budget. There were also comments about the lack of variety, requesting more practical, moderately priced clothing, as well as fewer furniture stores or more male/kid-driven options.
- **Other Factors:** A few respondents mentioned parking challenges and congestion as reasons for not shopping downtown.

Is the assortment of retail shops in Downtown Birmingham desirable?



Summary of responses to the option to “please explain” (640 responses)

- **High Price Point:** A major concern is that the retail shops are too expensive/high-end, with many feeling they are not geared towards the average consumer. Many respondents wish for more affordable or mid-range options.
- **Loss of Anthropologie:** The closure of Anthropologie was frequently cited as a significant loss for downtown Birmingham, with many viewing it as a destination or "anchor" store that they miss and would like to see replaced with a similar large store or another women's apparel anchor.
- **Too Many Furniture Stores/Salons/Services:** Respondents commonly feel there is an overload of furniture stores, salons, spas, jewelers, realtors, and other service-based businesses, which take up prime retail space and are not conducive to "everyday" shopping or browsing.
- **Need for More Variety and Specific Stores:** There is a desire for more variety in clothing (especially women's, men's, and children's/kid-friendly options), gift shops, and specialty stores like a bookstore, toy store, or small grocery/market. Many also request fewer chains and more unique, locally owned boutiques.
- **General Assessment of Shops:** While some enjoy the current mix, others feel the variety is lacking, or the shops are too niche, specialized, or not desirable to them, causing them to rarely shop downtown.



Shopping

What retailers or products would enhance the Downtown experience? (optional, 831 responses)

- **Highly Desired Retailers:** Many responses repeatedly mention the desire for a store similar to the former Anthropologie, which was considered a great source for gifts, clothing, and home goods. Other frequently mentioned brands or similar concepts include bookstores (often with a café component, like Flyleaf), and stores for gifts.
- **Affordability and Variety:** A significant number of people requested more affordable or mid-priced shopping options, noting that many current stores are either too expensive or too niche/high-end. There is a desire for a wider variety of shops beyond luxury clothing, jewelry, and furniture.
- **Clothing and Shoes:** A strong theme is the need for more diverse clothing options, specifically women's clothing (both casual, trendy, and for older demographics), men's clothing, and children's clothing/toys. Specific brands mentioned include Madewell, J.Crew, Alo, Vuori, and H&M.
- **Convenience and Practicality:** Many respondents expressed interest in practical retailers such as a small market/bodega/grocery store, a drug store (closer to downtown), a hardware store (like Ace), and a shoe repair shop.
- **Support for Local and Unique Businesses:** Multiple responses advocate for more independent, local, or small businesses that offer unique items, Michigan-made products, or artisan goods.

What retailers or products would encourage you to visit Downtown Birmingham more frequently? (optional, 655 responses)

- **Bookstores:** A bookstore, often suggested with a coffee shop or bar, was a very frequent request.
- **Return of Anthropologie:** Many respondents mentioned they miss Anthropologie and suggested similar retailers (e.g., Aritzia, Free People, Madewell, J. Crew) or wish for its return.
- **Affordable and Mid-Range Clothing:** There is a significant demand for more affordable or mid-range women's and men's clothing options.
- **Unique Local Shops and Gifts:** Many desire more unique, locally owned boutiques and gift shops, often at a lower price point than current offerings, to enhance the town's character.
- **Specialty Markets and Kid/Family Items:** Respondents requested small grocery stores or markets (e.g., Plum Market satellite), wine/cheese shops, and more stores focused on children's clothing, toys, and activities.

Services

What service businesses would enhance the Downtown experience? (optional, 508 responses)

- **Repair Services:** Shoe repair, including cobblers and shoemakers, was the most frequently requested service, along with tailor/alterations and small appliance/electronics repair.
- **Retail/Shopping:** Requests were made for a variety of stores including a bookstore, small grocery/wine shop, toy store, pharmacy, hardware store, and unique clothing boutiques.
- **Food and Drink:** Suggestions included more casual dining (low-to-mid range), quick eats, bakeries/dessert shops, coffee shops, and ice cream/frozen yogurt shops.
- **Recreation/Activity/Wellness:** People mentioned gyms/fitness studios (Pilates, barre, yoga), activities for kids/families, art/craft studios, cooking classes, and places for a cold plunge/sauna.
- **Parking and Transportation:** There were multiple requests for better parking options (including free, less dated meters, and valet) and public transportation (like a trolley or scooters).
- **Public Amenities and Others:** Requests for public restrooms (especially at the farmers market), a dry cleaner, and postal/shipping services were also made.
- **Avoid Over-Saturation:** Several respondents explicitly stated a preference for "no more salons or spas," indicating a belief that these service types are already plentiful.

What activities or amenities would enhance the Downtown experience? (optional, 410 responses)

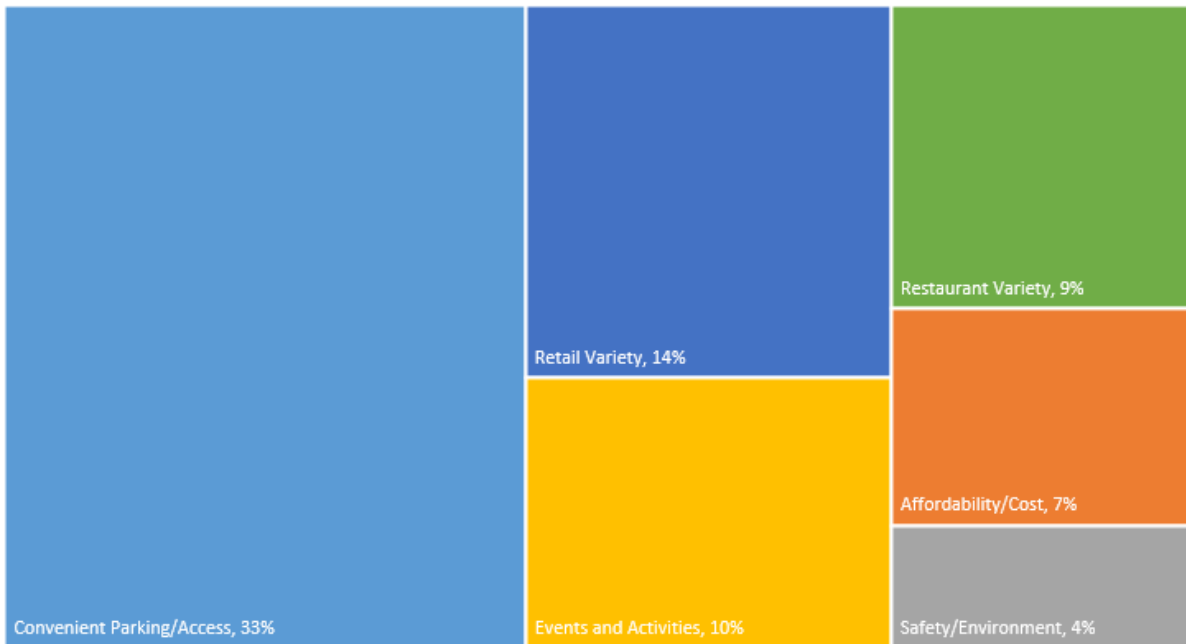
- **More Activities and Entertainment:** Respondents frequently requested more concerts, live music, outdoor festivals, and events for all ages, including specific suggestions for food trucks, art fairs, movie nights, and a dog park.
- **Enhanced Parks and Public Spaces:** There were many suggestions for improving parks, including the addition of a splash pad for kids, updating playground structures (especially at Shain Park), better maintenance of existing parks, and the creation of pedestrian-only areas or social districts.
- **Public Amenities:** Many people requested better public amenities including permanent public restrooms (not porta-potties) and more drinking/water filling fountains. A significant number of responses highlighted parking as an issue, requesting more free parking, longer meter times, better signage, and solutions to address traffic congestion and street noise. Suggestions for new businesses included bookstores, ice cream shops, casual dining options, a community center, fitness studios, and unique experience-based establishments like an escape room or a candle-making store.



Open-ended Optional Questions

WHAT, IF ANYTHING, WOULD ENCOURAGE YOU TO VISIT DOWNTOWN BIRMINGHAM MORE OFTEN?

716 Responses



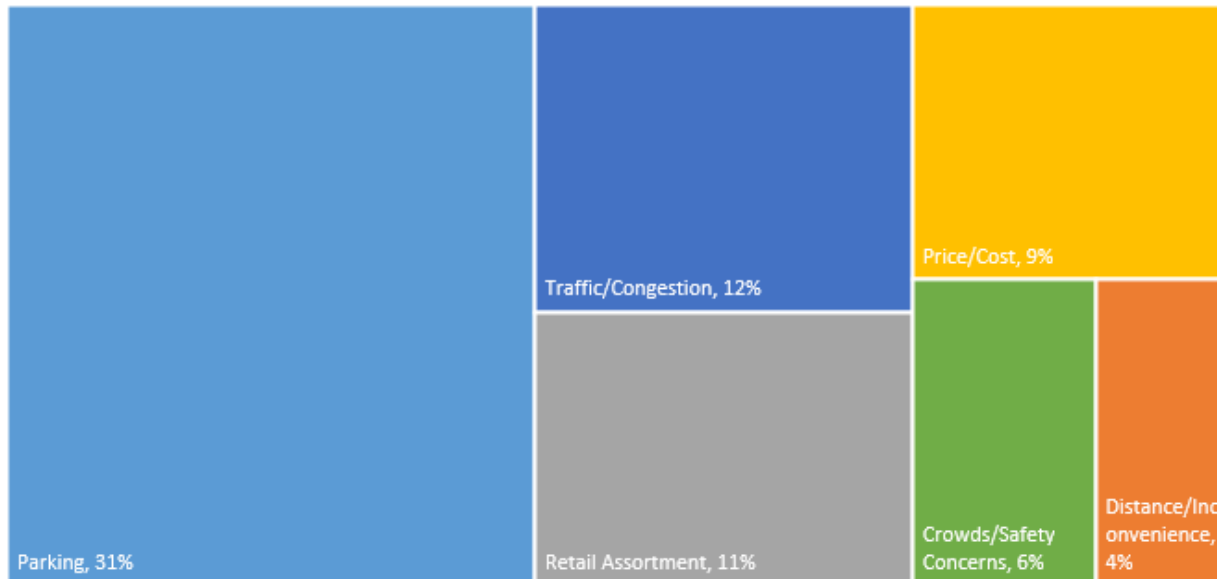
- **Improved Parking and Traffic:** The most common request is for easier, better, and more free parking, including extending meter times and increasing parking spot availability. Many also desire less traffic congestion and construction, as well as a reduction in loud car noise.
- **Retail and Dining Variety/Affordability:** Respondents want more variety in stores, with specific mentions of needing a bookstore and less high-end/furniture stores. There is a strong desire for more affordable and casual dining options, including more diverse cuisine, grab-and-go options, and live music/happy hours.
- **Safety and Environment:** Many respondents want increased police presence, especially on weekend nights, to address concerns about safety, loitering, panhandling, and disruptive youth/crowds. Others desire a cleaner, more beautiful environment with better lighting, and more outdoor dining and gathering spaces.
- **Events and Activities:** More events and community-based activities are requested, including family-friendly options, food trucks, festivals, and activities for cooler weather. Later store and restaurant hours are also desired.



Open-ended Optional Questions

WHAT, IF ANYTHING, IS PROHIBITING YOU FROM VISITING DOWNTOWN BIRMINGHAM?

770 Responses



- **Parking Difficulties:** The most frequent barrier is parking, including high costs, limited availability of street spots, difficulty with the meters/app, inconvenient parking structures (especially for quick trips), and concerns about construction and safety in garages.
- **Cost and pricing:** Many find downtown to be expensive, citing high prices for retail, dining, and other experiences, which limits their frequency of visits.
- **Negative Crowds and Safety Concerns:** Unruly behavior, particularly from large, unsupervised groups of teens/young adults on weekend nights, including noise, recklessness, fights, and loud cars, deters visits and creates safety concerns for some.
- **Traffic and Congestion:** Traffic issues, road construction, congested streets (especially on weekends), and difficulty navigating the downtown area (including concerns about pedestrian safety and the Maple Road redesign) are significant deterrents.
- **Lack of Diverse Retail and Dining:** Some feel there is a lack of desirable or unique retail shops and a need for more casual, mid-priced, and family-friendly options.

Special Events Committee Meeting Minutes
151 Martin Street, Conference Rooms 202 & 203
January 9, 2026 at 8:30am

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

In Attendance: R. Astrein, K. Cummings, D. Fehan, Z. Kay, D. Lilley, S. Lipari

Staff: E. Bassett, J. Brook, J. Leavy

Guests:

Absent: B. Hussey

Approval of Minutes: Motion by Lilley seconded by Lipari to approve the minutes dated December 12, 2025. All ayes. Motion approved.

Public Comment: None

2026 BRRmingham Blast

Brook reviewed the eight food trucks scheduled to be a part of the BRRmingham Blast. She also shared that she secured a circus performer from 2-4 p.m. to help entertain people who are waiting in line for the zip line. Magic shows are scheduled for 11 a.m., 1 p.m., and 3 p.m.

The committee discussed the future of the BRRmingham Blast event and whether or not it should be included in the budget for next year and future years. Although it is a fairly expensive event, the group feels that it has a good buzz and is gaining momentum. They think the community would be upset if we did not continue with the event. The consensus was to continue holding the BRRmingham Blast event in future years.

2026 Events

Brook shared that it will be time to start recruiting businesses for the Spring Stroll soon. The plan is to have the event logistics the same as they were last year.

Farmers Market vendor applications will be available on the BSD website in February. Brook has already been getting inquiries from potential vendors.

Although a start date has not yet been confirmed, DPS expects renovations on Booth Park to take place in spring/summer of this year. Therefore, Movie Nights will probably be held at Shain Park. Both locations will be included on the special event application, in case renovations are delayed.

The committee decided to cancel the February committee meeting.

NEXT MEETING: Friday, March 13, 2026, at 8:30 a.m.

Marketing and Advertising Committee Meeting Minutes

151 Martin Street, Commission Room

January 14, 2026

In Attendance: J. Lundberg, A. Pohlod, S. Wolf, C. Quezada, B. Boucher, E. Bassett, S. Hunter

Absent: Z. Kay, S. Wolf

Public/Guest: Celeste Miller, Saturday Social, Breanna Yeager, Saturday Social

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

Approval of Minutes:

Motion by Pohlod, seconded by Lundberg, to approve the minutes dated November 12, 2025. All ayes, motion approved.

Public Comment: None

Social Media Special Project – Saturday Social

Celeste Miller and Breanna Yeager with Saturday Social presented the Social Media Marketing Strategy. Miller and Yeager shared key highlights such as the BSD brand, audience, content strategy, implementation and next steps. The committee was pleased with the strategy as presented and gave approval for BSD staff and Saturday Social to begin as outlined.

The meeting ended at 9:47 a.m.

NEXT MEETING: February 11, 2026 at 8:30 a.m.

Business Development Committee Meeting Minutes
151 Martin Street, Conference Room 202
January 27, 2026, at 8:30 a.m.

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

In Attendance: J. Hockman (Chair), S. Surnow (Vice Chair), C. Quezada, A. Thomas, S. Wolf, E. Bassett, J. Leavy
Guests: M. Taddei
Absent: M. Sharrak, M. McKenzie, S. Quintal

Public Comment: None

Approval of Minutes: Motion by Surnow, seconded by Quezada, to approve the minutes from November 25, 2025. All ayes. Motion passed.

Business Recruitment and Retention

- **Q4 Recruitment Strategy Goals:**
 - Downtown Guide Distribution: Bassett reported that guides are being distributed.
 - Survey: Bassett presented the survey results to the committee. The committee would like to share the results with the business community in the next business newsletter.
 - Business Mix Analysis: Bassett to work with McKenzie on an updated presentation in early 2026.
 - Broker Roundtable Planning: The committee discussed potential locations for the roundtable. Bassett to coordinate.
 - Target categories/retailers: Bassett advised that retail occupancy is near 99%, with very few available spaces. Staff will continue to maintain the list.
- **Available Spaces Report:** The committee reviewed the report.
- **New Business Report:** The committee reviewed the report. No notable changes from the November 2025 report.

Committee Priorities for 2026

- The committee briefly discussed priorities for 2026, with some potential new programs and projects. Bassett to meet with Committee Chairs to further refine ahead of the next committee meeting.

Other Business

- **Business Anniversary Program:** Bassett advised that Leavy is working on the preparing the recognition elements for the 2026 program.

Meeting adjourned at 9:27 a.m.

NEXT MEETING – February 24, 2026, at 8:30 a.m.

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

FEBRUARY 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
Old Word Pizzeria	600	Old Woodward, North	Dining	01/29/26	Scheduled to Open
Rockefeller Fianancial	260	Brown Street, Suite 300	Financial	01/08/26	Scheduled to Open
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
Vuori	100	Old Woodward, South	Apparel	10/20/25	Scheduled to Open
Kashin Izakaya	176	Old Woodward, South	Dining	10/13/25	Scheduled to Open
eFiore	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
Ideal Medical Massage	630	Old Woodward, North, Suite 303	Medical	11/01/25	Opened
Ernesta	138	Maple Road, West	Home Furnishings	01/06/26	Opened
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

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

FEBRUARY 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
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
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

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

FEBRUARY 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
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
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

Executive Committee Meeting Minutes

Birmingham City Hall, 151 Martin Street, Conference Room 202

January 28, 2026, at 8:30 a.m.

In Attendance: A. Pohlod, Z. Kay, J. Ecker, D. Fehan, S. Wolf
Absent: None
Staff: E. Bassett, J. Leavy

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

Approval of Minutes: Motion by Fehan, seconded by Kay, to approve the minutes dated December 17, 2025. All ayes, motion passed.

Public Comment: None

Board Anticipated Action Items and Presentations:

- **FYE2027 Budget:** Bassett presented the final budget draft, including the final edits from Finance and personnel budgets from DPS.
- **Downtown Usage Survey Results:** Bassett presented the survey results. Pohlod advised Bassett to provide a short summary of the results at the February Board meeting.
- **Social Media Strategy:** The committee reviewed the social media strategy. Bassett reported that the BSD team has been working closely with Saturday Social to begin implementing the changes and creating content.

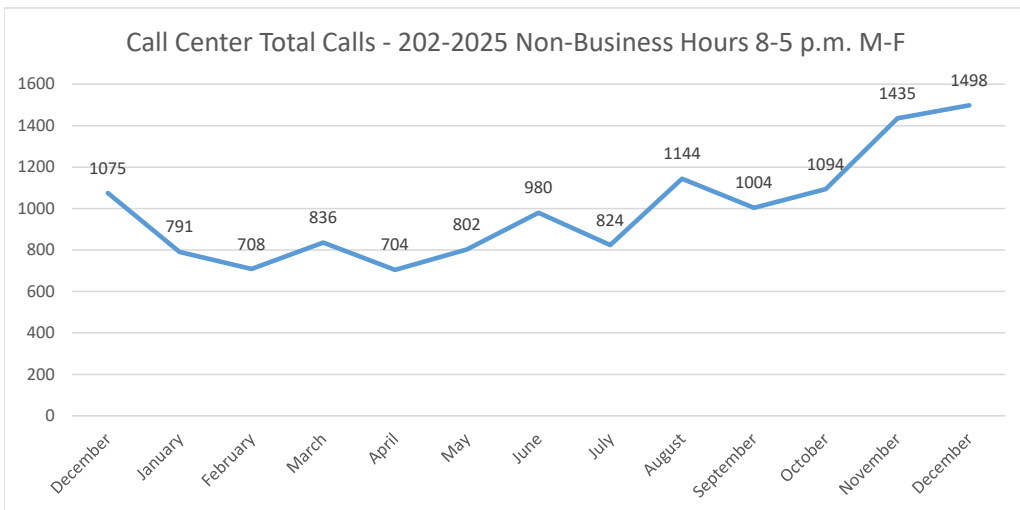
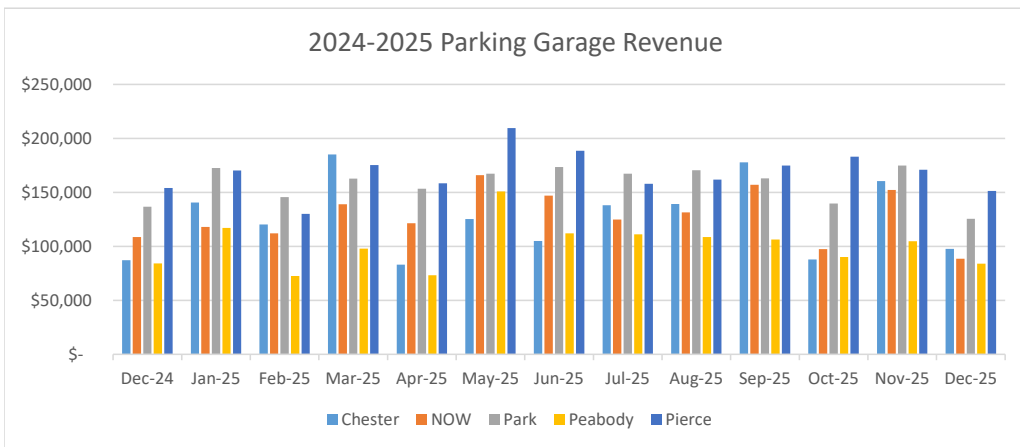
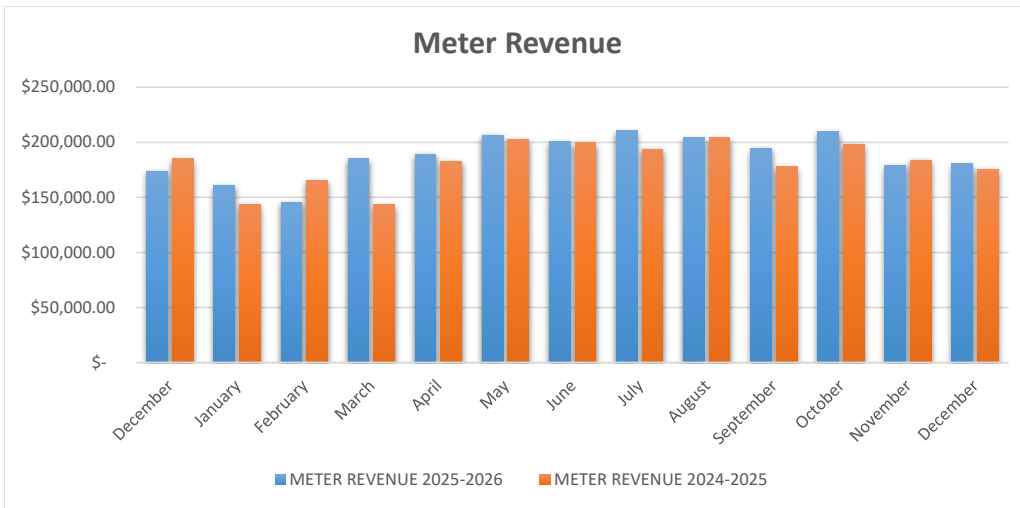
New Business

Updates:

- **APC:** Bassett and Ecker provided a brief update to the committee regarding the parking system proposed rate increases that were presented to the Advisory Parking Committee (APC) in January 2026.
- **Tourism Strategy:** Bassett advised that Oakland County has published its five year strategic plan. The plan includes a variety of strategies that focus on stewardship, accessibility, cohesive marketing, community support and more.

Meeting adjourned at 9:44 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	1128	954	983	534	846
Evening	8	14	11	11	21
Total	1136	968	994	545	867

FREE PARKING REPORT

November 2025

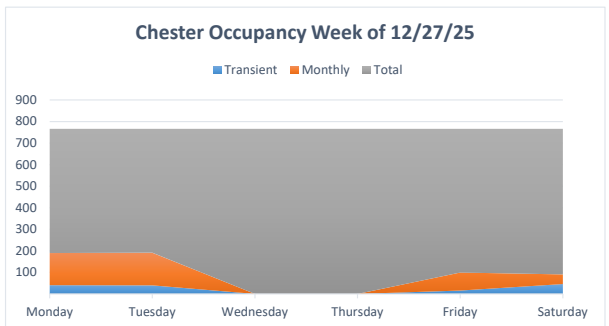
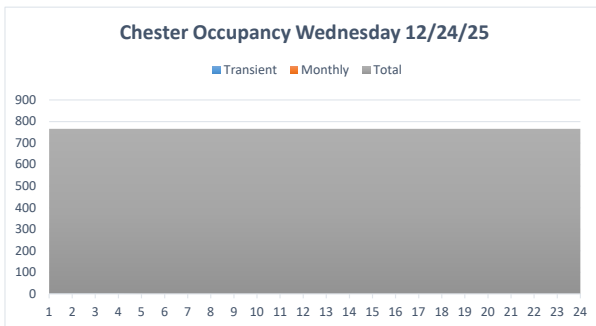
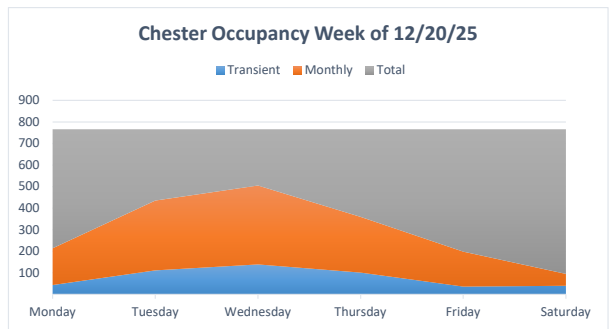
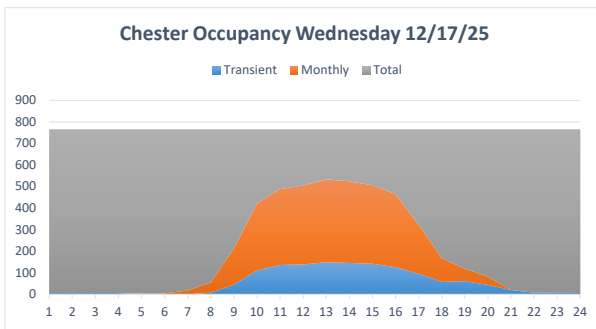
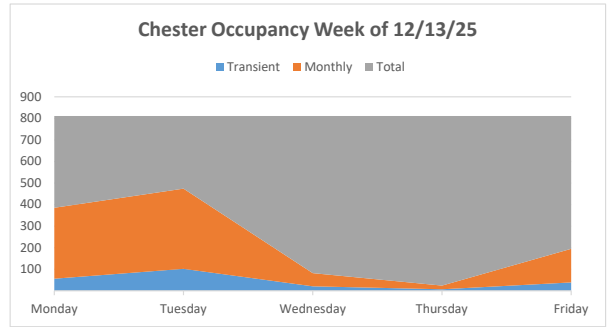
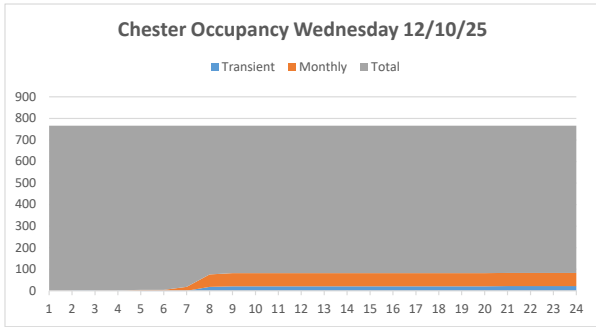
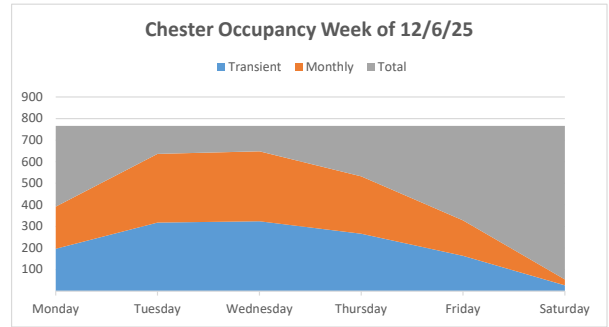
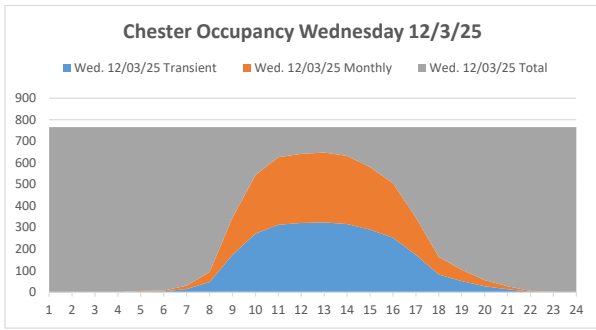
GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE VEHICLES
CHESTER	4,290	2,060	\$13,942.00	48%
OLD WOODWARD	11,991	6,520	\$33,992.00	54%
PARK	17,602	8,119	\$53,180.00	46%
PEABODY	17,455	10,131	\$39,606.00	58%
PIERCE	19,421	8,137	\$73,552.00	42%
TOTALS	70,759	34,967	\$214,272.00	49%

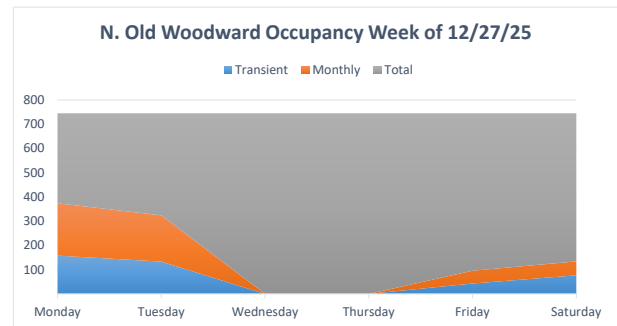
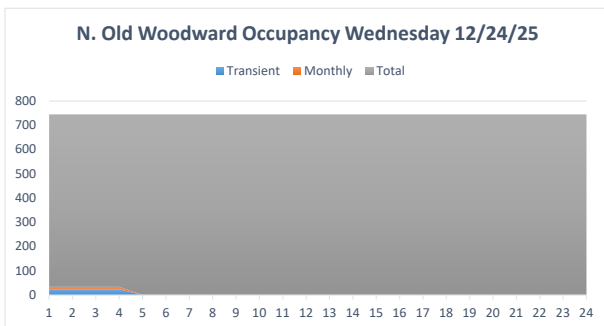
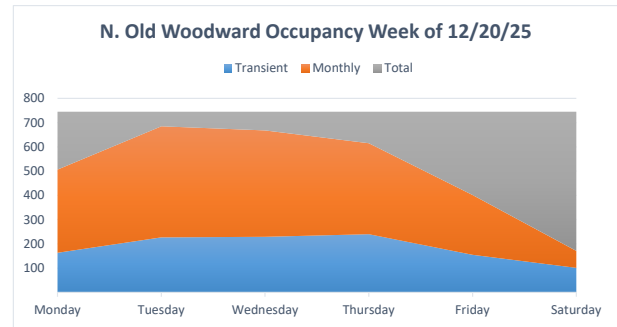
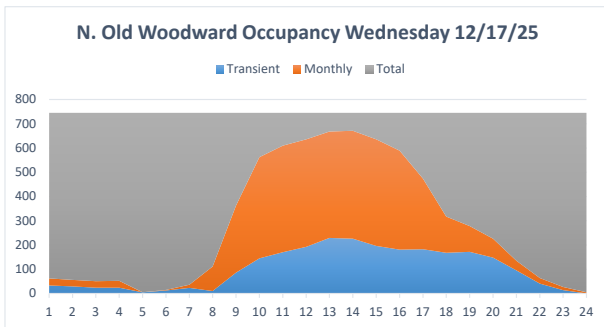
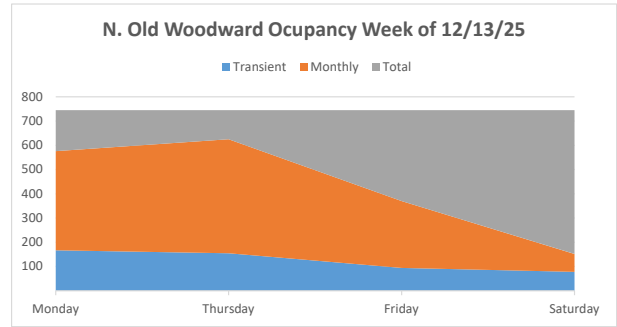
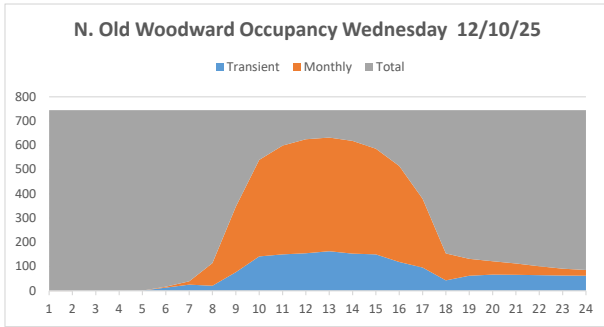
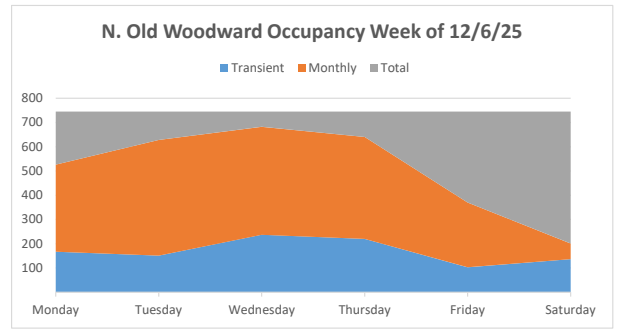
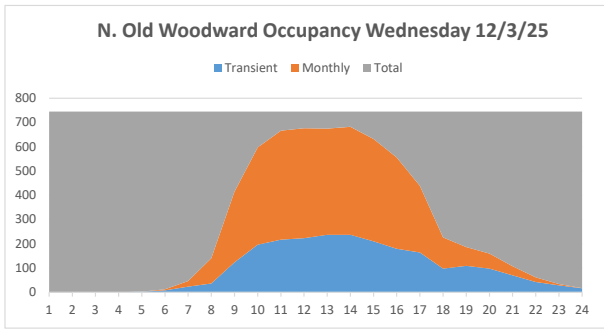
Paying cars	Rate per
2,230	\$6.25
5,471	\$6.21
9,483	\$5.61
7,324	\$5.41
11,284	\$6.52
	\$6.00

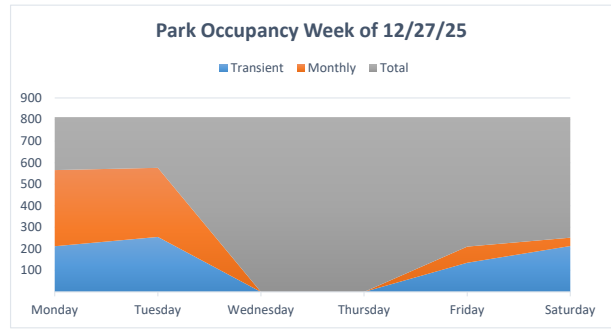
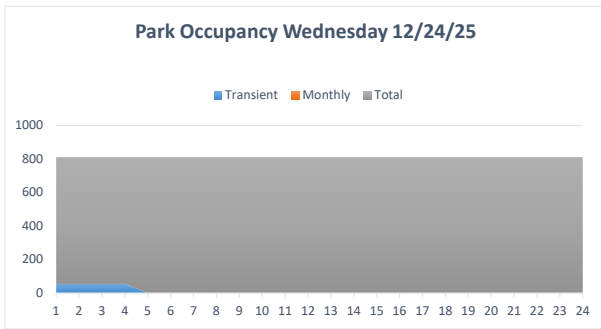
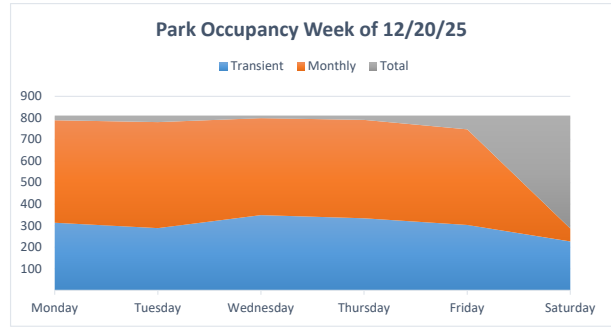
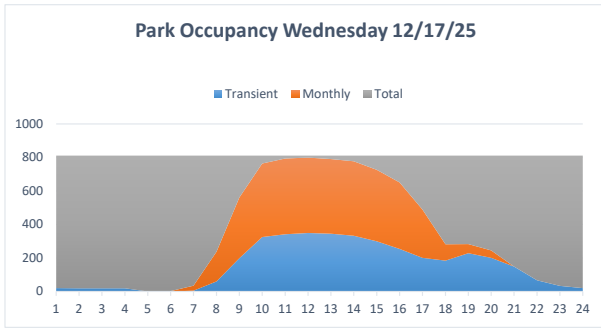
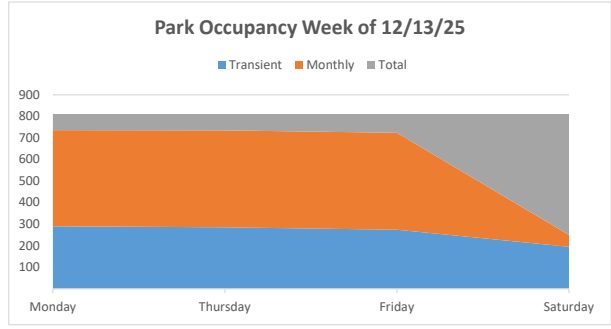
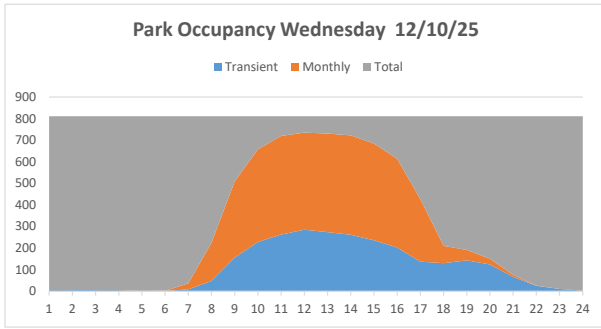
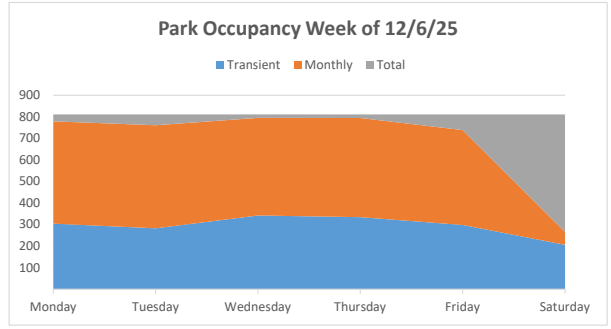
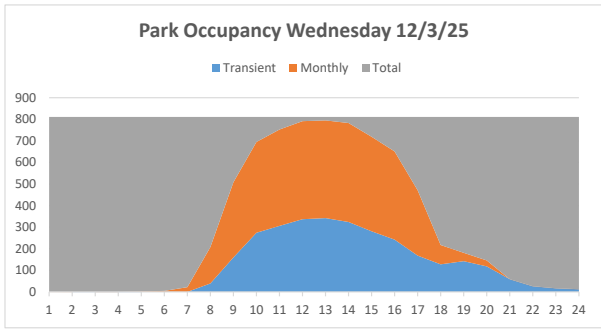
December 2025

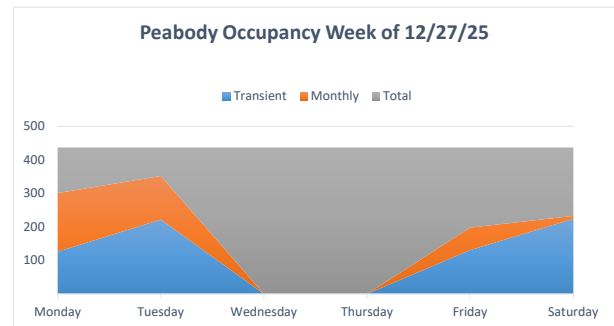
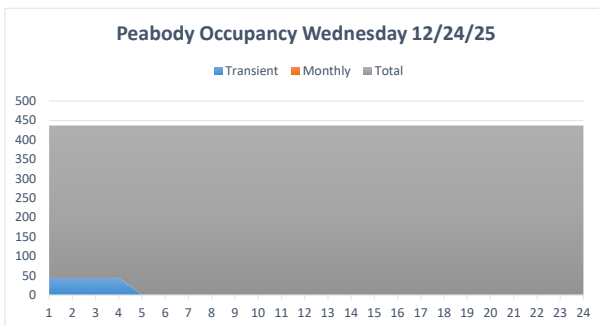
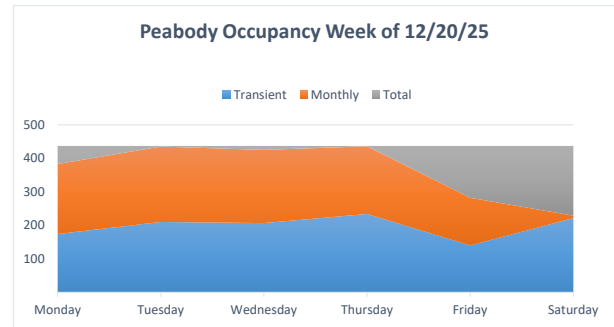
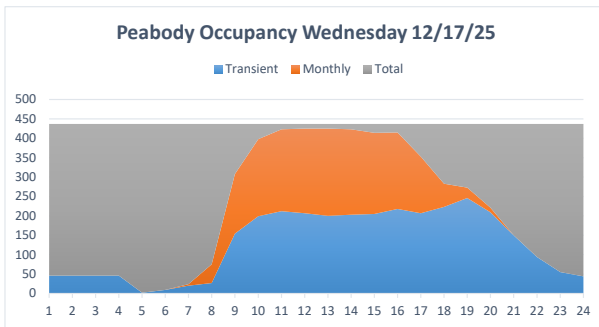
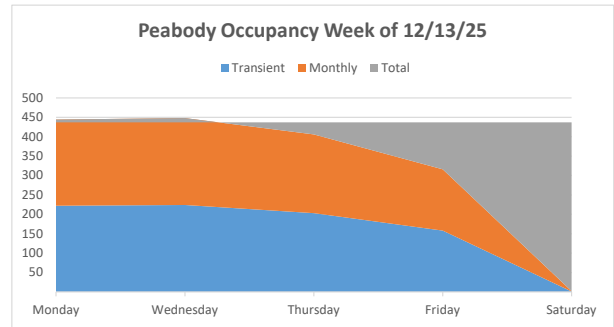
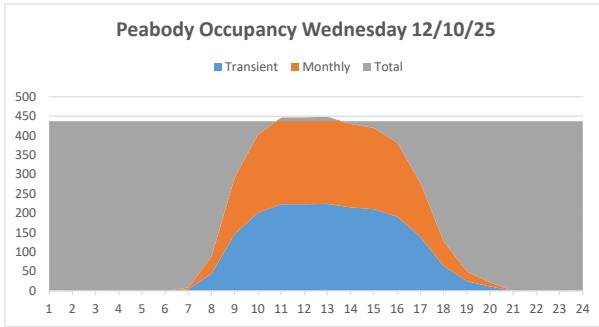
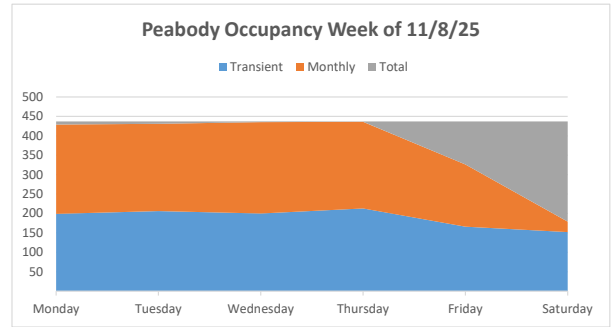
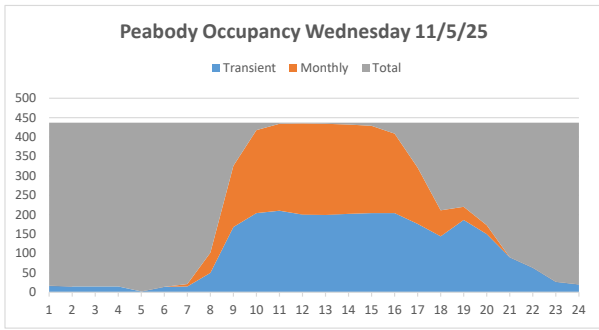
GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE VEHICLES
CHESTER	4,859	2,756	\$12,766.00	57%
OLD WOODWARD	13,815	7,110	\$42,494.00	51%
PARK	21,124	9,446	\$65,290.00	45%
PEABODY	22,582	12,583	\$50,641.00	56%
PIERCE	24,435	10,751	\$81,148.00	44%
TOTALS	86,815	42,646	\$252,339.00	49%

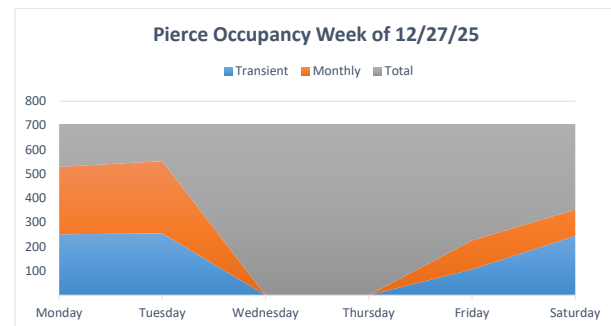
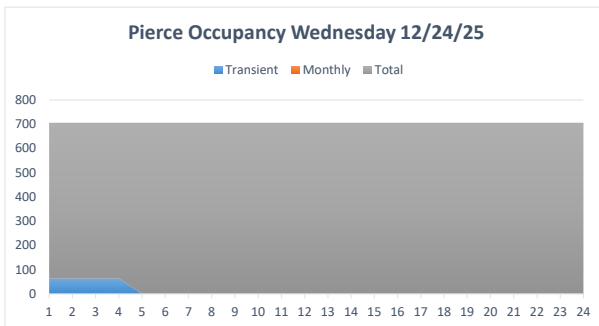
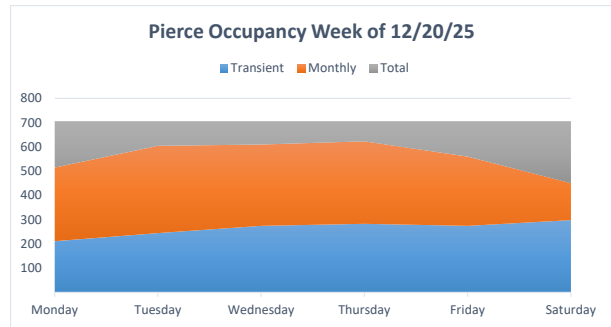
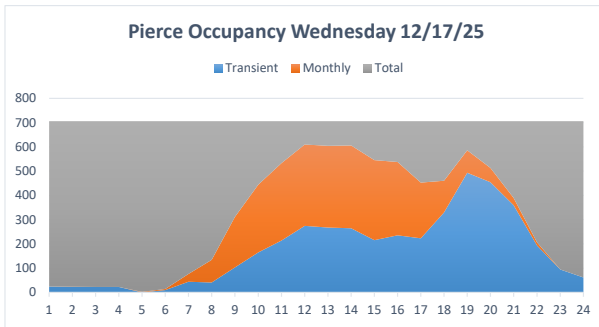
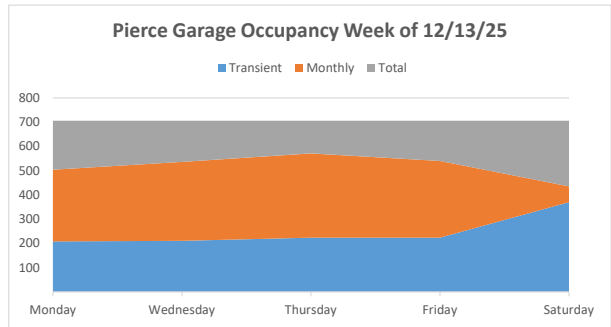
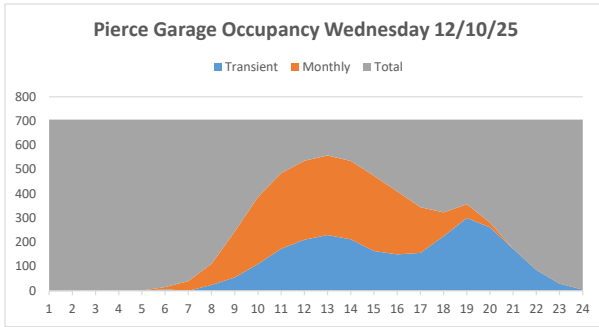
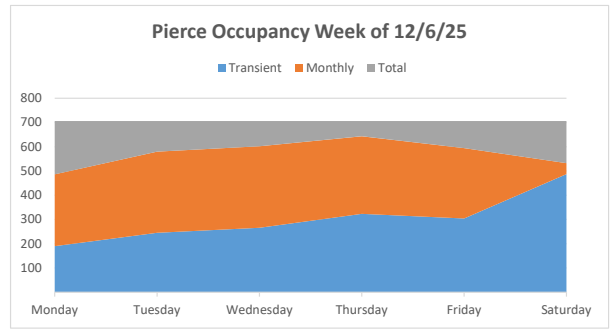
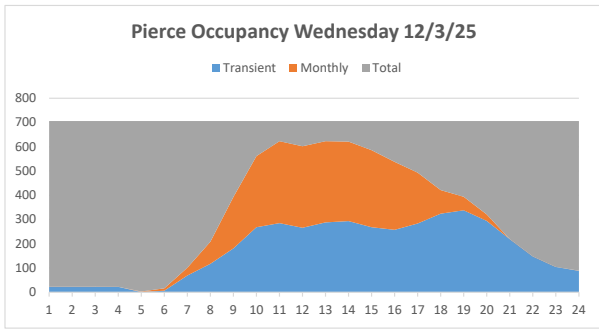
Paying cars	Rate per
2,103	\$6.07
6,705	\$6.34
11,678	\$5.59
9,999	\$5.06
13,684	\$5.93
	\$5.80





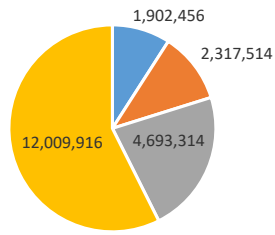






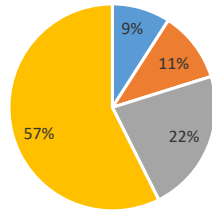
Row Labels	Sum of Minutes@Total	# of Metered Spaces	Hours Per Day	Days Per Month	Minutes Per Hour	Total Minutes	% Full
7901	18,328	13	12	24	60	224,640	8%
7902	24,612	5	12	24	60	86,400	28%
7903	142,353	12	12	24	60	207,360	69%
7904	66,404	5	12	24	60	86,400	77%
7905	222	5	12	24	60	86,400	0%
7906	60	2	23	24	60	66,240	0%
7907	104,077	7	12	24	60	120,960	86%
7908	39,453	3	12	24	60	51,840	76%
7909	240,865	17	12	24	60	293,760	82%
7910	148,824	14	12	24	60	241,920	62%
7911	236,544	19	12	24	60	328,320	72%
7913	115,430	7	12	24	60	120,960	95%
7914	365,341	28	12	24	60	483,840	76%
7915	49,818	6	12	24	60	103,680	48%
7916	79,687	6	12	24	60	103,680	77%
7917	153,999	15	12	24	60	259,200	59%
7918	106,445	11	12	24	60	190,080	56%
7919	258,397	28	12	24	60	483,840	53%
7920	14,460	3	12	24	60	51,840	28%
7921	56,733	8	12	24	60	138,240	41%
7922	16,661	2	12	24	60	34,560	48%
7923	201,175	20	12	24	60	345,600	58%
7924	190,639	53	12	24	60	915,840	21%
7925	224,456	107	12	24	60	1,848,960	12%
7926	377,614	68	12	24	60	1,175,040	32%
7927	26,640	4	12	24	60	69,120	39%
7928	207,509	35	12	24	60	604,800	34%
7929	67,633	7	12	24	60	120,960	56%
7930	70,169	11	12	24	60	190,080	37%
7931	357,477	49	12	24	60	846,720	42%
7932	136,484	17	12	24	60	293,760	46%
7933	198,185	27	12	24	60	466,560	42%
7934	149,038	13	12	24	60	224,640	66%
7935	32,132	3	12	24	60	51,840	62%
7936	121,773	12	12	24	60	207,360	59%
7937	190,672	17	12	24	60	293,760	65%
7938	32,951	8	12	24	60	138,240	24%
7939	213,125	15	12	24	60	259,200	82%
7940	145,386	11	12	24	60	190,080	76%
7941	101,628	8	12	24	60	138,240	74%
7942	67,839	5	12	24	60	86,400	79%
7943	28,840	2	12	24	60	34,560	83%
7944	69,247	7	12	24	60	120,960	57%
7945	38,504	3	12	24	60	51,840	74%
7946	24,451	8	12	24	60	138,240	18%
7947	8,802	14	12	24	60	241,920	4%
7948	10,609	8	12	24	60	138,240	8%
7949	9,974	2	12	24	60	34,560	29%
7950	39,572	3	12	24	60	51,840	76%
7951	60,380	9	12	24	60	155,520	39%
7952	123	12	12	24	60	207,360	0%
7953	19,734	4	12	24	60	69,120	29%
7954	191,976	16	12	24	60	276,480	69%
7955	180,721	13	12	24	60	224,640	80%
7956	85,328	8	12	24	60	138,240	62%
7957	43,402	3	12	24	60	51,840	84%
7958	70,065	9	12	24	60	155,520	45%
7959	62,598	9	12	24	60	155,520	40%
7960	118,164	6	12	24	60	103,680	114%
7961	21,760	7	12	24	60	120,960	18%
7962	52,758	7	12	24	60	120,960	44%
7963	63,206	10	12	24	60	172,800	37%
7964	23,958	9	12	24	60	155,520	15%
7965	49,044	5	12	24	60	86,400	57%
7966	79,616	11	12	24	60	190,080	42%
7967	14,324	5	12	24	60	86,400	17%
7968	1,165	8	12	24	60	138,240	1%
7969	6,905	5	12	24	60	86,400	8%
7970	9,663	5	12	24	60	86,400	11%
7971	58,703	7	12	24	60	120,960	49%
7972	20,713	5	12	24	60	86,400	24%
7973	82,292	13	12	24	60	224,640	37%
7974	69,137	11	12	24	60	190,080	36%
7975	253,396	19	12	24	60	328,320	77%
7976	86,361	8	12	24	60	138,240	62%
7978	58,691	11	12	24	60	190,080	31%
7979	319,293	31	12	24	60	535,680	60%
7980	194,030	22	12	24	60	380,160	51%
7981	206,211	25	12	24	60	432,000	48%
7982	395,794	48	12	24	60	829,440	48%
7983	2,883	4	12	24	60	69,120	4%
7984	60,804	5	12	24	60	86,400	70%
7985	50,852	5	12	24	60	86,400	59%
79101	39,755	19	12	24	60	328,320	12%
79102	191,326	41	12	24	60	708,480	27%
79103	3,527	5	12	24	60	86,400	4%
79104	16,859	10	12	24	60	172,800	10%
79105	365	2	12	24	60	34,560	1%
79106	4,535	4	12	24	60	69,120	7%
zone1	61,624						
Grand Total	8,913,283					20,923,200	

December - Total Minutes - 8,913,284 out of 20,923,200



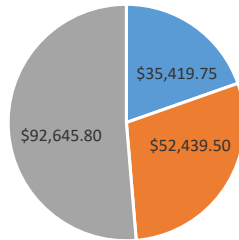
■ Cash ■ Credit Card ■ ParkMobile ■ Unused Minutes

December - Total Minutes - 8,913,284 out of 20,923,200



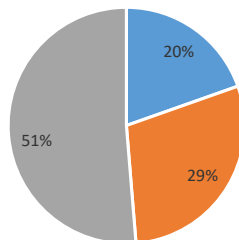
■ Cash ■ Credit Card ■ ParkMobile ■ Unused Minutes

December Meters - Total Revenue \$180,505



■ Cash 1,902,456 ■ Credit Card 2,317,514 ■ ParkMobile 4,693,314

December Meters - % of Revenue \$180,505



■ Cash ■ Credit Card ■ ParkMobile

Birmingham Shopping District Attendance Record

Name of Board: Birmingham Shopping District

Year: 2026

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																	
Jana Ecker	P														1	0	100%
Beth Hussey	P														1	0	100%
Zachery Kay	P														1	0	100%
Jessica Lundberg	P														1	0	100%
Mike McKenzie	A														0	1	0%
Amy Pohlod	P														1	0	100%
Bill Roberts	P														1	0	100%
Minna Sharrak	P														1	0	100%
Sam Surnow	A														0	1	0%
Michele Taddei	P														1	0	100%
Sloane Wolf	P														1	0	100%
Member Name															0	0	#DIV/0!
															0	0	#DIV/0!
															0	0	#DIV/0!
Reserved															0	0	#DIV/0!
Doug Fehan	P														1	0	100%
Sarvy Lipari	P														1	0	100%
Present or Available	9	0	0	0	0	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 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