



**BIRMINGHAM**  
SHOPPING DISTRICT

**Birmingham Shopping District Agenda**  
**Thursday, December 4, 2025, 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 – November 6, 2025 (pg. 8-10)
  - b. Approval of Vouchers – November 2025 (pg. 11-12)
  - c. Absence Waivers – Pohlod, McKenzie, Hussey
4. New Business
  - a. Recognition of BSD Board Appointments
  - b. BSD Board Officer Elections - Call for Nominations
  - c. Saturday Social Agreement (pg. 13-18)
  - d. Committee Application (pg. 19)
5. Presentations
  - a. Holiday Gift Guide
6. Old Business
7. Reports
  - a. Committee Reports: (pg. 20-39)
    - 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. 40-42)
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  
151 Martin Street  
Birmingham, MI 48009  
248-530-1200  
downtownbirmingham.com

## **BOARD AGENDA OVERVIEW**

**December 4, 2025**

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

### Finance Reports

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

### Consent Agenda Items

**Motion:** To approve the consent agenda for December 4, 2025, as presented.

- a. Minutes  
Minutes from the November 6, 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 November 2025.

### New Business

- a. Recognition of BSD Board Appointments
- b. BSD Board Officer Elections - Call for Nominations
- c. Saturday Social Agreement
- d. Committee Application

### Presentations

- a. Holiday Gift Guide

### Old Business

### Executive Director Report

#### **Holiday Lights:**

The holiday lights and holiday tree were on throughout the Thanksgiving holiday weekend and will be officially lit on December 5, 2025, at 6 p.m. during the annual Tree Lighting event. The downtown lights and holiday tree and will remain on daily throughout the holiday season. The trees along the Henrietta via near Social Kitchen and Bar are lit with multi-color holiday lights.



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### **Upcoming Special Events and Holiday Activities:**

- December 5-7, 2025: Winter Markt (Tree Lighting Ceremony on December 5 at 6 p.m.), Santa House, Carriage Rides
- December 13, 2025: Free Roasted Chestnuts
- December 20, 2025: Free Churros and Hot Chocolate
- Weekends in December and December 24, 2025: Santa House and Carriage Rides
- January 24, 2026: BRRmingham Blast

### **Holiday Marketing:**

Our robust holiday media plan is on track to deliver over 4 million impressions this holiday season. The plan leverages our strategic partnerships and a variety of media tactics including:

- A collaboration with Birmingham City Lifestyle Magazine to create a multi-spread Holiday Gift Guide featuring BSD businesses
- A collaboration with local influencers to promote Birmingham as a destination to shop, dine and enjoy holiday activities
- Partnership with HOUR Media on a Digital Gift Guide email and social media campaign
- Live features on WXYZ and WDIV, promoting holiday shopping, Winter Markt and more
- Partnerships with local publications on articles and advertisements

### **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 working on the *2025 Year in Review*, to accompany the mailing.

### **FYE 2027 Budget:**

The City is preparing for fiscal year 2027 budget (July 1, 2026 – June 30, 2027). Bassett is currently conducting meetings with BSD committee chairs to discuss initiatives and budgets, in preparation for a draft budget presentation to the BSD Board in January. Key dates include:

- Goals, Objectives and Budget Proposal Drafts: January 9, 2026
- Budget Meetings: February 10-13, 2026
- Budget Hearing: April 25, 2026

### **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 and 2027, including alley and wayfinding enhancements, business development, special events and marketing projects/initiatives.

### **BSD Staff Recognition and Update:**

Recognition of staff members for their contributions throughout the year.

Fund 235.0 PRINCIPAL SHOPPING DISTRICT

GL Number	Description	Balance
*** Assets ***		
235.0-000.000-005.0000	CASH AND INVESTMENTS	1,589,150.33
235.0-000.000-036.0000	MISCELLANEOUS	41,700.00
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
<b>Total Assets</b>		<b>1,686,403.53</b>
*** Liabilities ***		
235.0-000.000-202.0000	ACCOUNTS PAYABLE	63,013.75
235.0-000.000-255.0001	GIFT CERTIFICATES	600.00
235.0-000.000-362.0300	DEFERRED INFLOWS - MISCELLANEOUS I	43,157.45
235.0-000.000-362.0800	DEFERRED INFLOWS - DELQ SPECIAL AS	54,095.75
<b>Total Liabilities</b>		<b>160,866.95</b>
*** Fund Balance ***		
235.0-000.000-390.0000	RETAINED EARNINGS	1,836,578.04
<b>Total Fund Balance</b>		<b>1,836,578.04</b>
<b>Beginning Fund Balance</b>		<b>1,836,578.04</b>
<b>Net of Revenues VS Expenditures</b>		<b>(311,041.46)</b>
<b>Ending Fund Balance</b>		<b>1,525,536.58</b>
<b>Total Liabilities And Fund Balance</b>		<b>1,686,403.53</b>

PERIOD ENDING 10/31/2025

GL NUMBER	DESCRIPTION	ACTIVITY FOR						
		2024-25 AMENDED BUDGET	END BALANCE 06/30/2025	2025-26 AMENDED BUDGET	MONTH 10/31/25	YTD BALANCE 10/31/2025	% BDGT USED	ENCUMBERED YEAR-TO-DATE
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
USE OF FUND BALANCE		62,619.17	0.00	123,770.01	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
235.0-000.000-452.0887	PSD 2021-2022	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-000.000-452.0900	PSD 2022-2023	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
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
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
235.0-000.000-474.0000	SPECIAL ASSESSMENT INTEREST	0.00	116.13	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
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
FEDERAL GRANTS		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
LOCAL CONTRIBUTIONS		0.00	5,000.00	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	0.00	0.00	0.00
CHARGES FOR SERVICES		25,000.00	25,000.00	25,000.00	0.00	0.00	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
INTEREST AND RENT		36,000.00	79,611.17	46,900.00	0.00	18,108.81	38.61	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
235.0-000.000-676.0001	CONTR FROM PRIVATE SOURCE	230,000.00	267,202.87	230,000.00	24,086.00	113,959.00	49.55	0.00
235.0-000.000-677.0001	SUNDRY & MISCELLANEOUS	0.00	138.40	0.00	0.00	0.00	0.00	0.00
OTHER REVENUE		230,000.00	267,341.27	230,000.00	24,086.00	113,959.00	49.55	0.00
Total Dept 000.000		1,556,329.17	1,604,611.05	1,679,740.01	24,086.00	142,815.58	8.50	0.00
TOTAL REVENUES		1,556,329.17	1,604,611.05	1,679,740.01	24,086.00	142,815.58	8.50	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
235.0-175.000-702.0002	OVERTIME PAY	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
235.0-175.000-711.0000	LABOR BURDEN	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

PERIOD ENDING 10/31/2025

GL NUMBER	DESCRIPTION	ACTIVITY FOR						
		2024-25 AMENDED BUDGET	END BALANCE 06/30/2025	2025-26 AMENDED BUDGET	MONTH 10/31/25	YTD BALANCE 10/31/2025	% BDGT USED	ENCUMBERED YEAR-TO-DATE
Expenditures								
235.0-175.000-711.0002	HOSPITALIZATION	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
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 CONTRIBUTI	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	7,696.52	23,948.85	39.72	0.00
235.0-441.005-702.0002	OVERTIME PAY	24,730.00	26,718.32	30,180.00	1,592.36	10,791.12	35.76	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	684.44	2,586.11	37.26	0.00
235.0-441.005-711.0002	HOSPITALIZATION	10,740.00	23,105.38	19,250.00	1,567.73	7,113.33	36.95	0.00
235.0-441.005-711.0003	LIFE INSURANCE	170.00	349.82	250.00	33.87	111.86	44.74	0.00
235.0-441.005-711.0004	RETIREE HEALTH CARE CONTRIBUTI	4,230.00	4,218.71	540.00	43.08	172.32	31.91	0.00
235.0-441.005-711.0005	DENTAL/OPTICAL	610.00	1,406.65	1,360.00	111.84	173.18	12.73	0.00
235.0-441.005-711.0006	ST/LT DISABILITY INSURANCE	600.00	828.20	850.00	83.54	305.16	35.90	0.00
235.0-441.005-711.0007	WORKER'S COMPENSATION	1,160.00	1,733.88	1,790.00	182.86	646.25	36.10	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	2,853.00	33.33	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 CONTRIBUTI	5,400.00	8,269.16	7,980.00	917.59	3,318.86	41.59	0.00
235.0-441.005-711.0013	RET HLTH SVGS CONTR EMPLR	670.00	2,622.58	1,480.00	280.31	945.93	63.91	0.00
PERSONNEL SERVICES		100,540.00	153,366.76	139,750.00	13,907.39	52,965.97	37.90	0.00
OTHER CHARGES								
235.0-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	36,190.00	39,802.76	37,100.00	5,405.03	20,760.92	55.96	0.00
OTHER CHARGES		36,190.00	39,802.76	37,100.00	5,405.03	20,760.92	55.96	0.00
Total Dept 441.005 - DOWNTOWN MAINTENANCE		136,730.00	193,169.52	176,850.00	19,312.42	73,726.89	41.69	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	42,884.49	114,865.12	33.10	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	3,199.34	8,569.20	32.12	0.00
235.0-720.000-711.0002	HOSPITALIZATION	70,710.00	45,853.30	57,140.00	4,008.00	13,627.20	23.85	0.00
235.0-720.000-711.0003	LIFE INSURANCE	580.00	944.03	610.00	108.51	303.83	49.81	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

PERIOD ENDING 10/31/2025

GL NUMBER	DESCRIPTION	ACTIVITY FOR						
		2024-25 AMENDED BUDGET	END BALANCE 06/30/2025	2025-26 AMENDED BUDGET	MONTH 10/31/25	YTD BALANCE 10/31/2025	% BDGT USED	ENCUMBERED YEAR-TO-DATE
<b>Expenditures</b>								
235.0-720.000-711.0006	ST/LT DISABILITY INSURANCE	1,050.00	1,039.74	1,100.00	151.30	366.44	33.31	0.00
235.0-720.000-711.0007	WORKER'S COMPENSATION	1,190.00	1,058.23	1,290.00	136.35	385.83	29.91	0.00
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	3,745.00	33.32	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	1,597.05	3,867.74	35.35	0.00
235.0-720.000-711.0013	RET HLTH SVGS CONTR EMPLR	1,830.00	(2,045.73)	1,820.00	210.00	588.00	32.31	0.00
<b>PERSONNEL SERVICES</b>		<b>450,200.00</b>	<b>416,673.50</b>	<b>461,140.00</b>	<b>53,231.29</b>	<b>146,318.36</b>	<b>31.73</b>	<b>0.00</b>
<b>OTHER CHARGES</b>								
235.0-720.000-801.0200	LEGAL SERVICES	3,000.00	2,215.00	4,500.00	808.50	808.50	17.97	0.00
235.0-720.000-802.0100	AUDIT	740.00	750.00	800.00	300.00	500.00	62.50	0.00
235.0-720.000-811.0000	OTHER CONTRACTUAL SERVICE	50,000.00	2,122.01	10,000.00	4,175.00	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	7,732.50	25.00	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	0.00	0.00	77.35	64,200.00
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	149.82	449.34	25.68	0.00
235.0-720.000-881.0000	MARKETING & ADVERTISING	191,597.01	163,313.64	201,750.01	5,787.48	50,545.20	62.95	76,460.02
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	2,755.29	3,768.36	11.05	3,880.00
235.0-720.000-888.0000	SPECIAL EVENTS	259,050.00	263,998.97	301,250.00	58,094.38	129,455.82	58.74	47,491.37
235.0-720.000-901.0000	PRINTING & PUBLISHING	67,500.00	25,519.98	61,000.00	0.00	5,000.00	24.59	10,000.00
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	0.00	0.00	0.00
235.0-720.000-935.0200	MAINTENANCE SHOPPING DIST	87,574.65	63,881.31	165,740.00	435.83	859.21	21.34	34,504.30
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	16,550.00	33.33	0.00
235.0-720.000-944.0000	BUILDING OR FACILITY RENT	12,000.00	12,000.00	12,000.00	1,000.00	3,000.00	25.00	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	671.00	22.37	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	500.00	2,000.00	33.33	0.00
235.0-720.000-960.0400	LIABILITY INSURANCE	5,170.00	5,169.96	5,380.00	448.33	1,793.32	33.33	0.00
235.0-720.000-962.0000	MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>OTHER CHARGES</b>		<b>964,899.17</b>	<b>734,422.14</b>	<b>1,036,450.01</b>	<b>81,169.63</b>	<b>233,708.25</b>	<b>45.37</b>	<b>236,535.69</b>
<b>SUPPLIES</b>								
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	103.54	2.96	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
<b>SUPPLIES</b>		<b>4,500.00</b>	<b>4,058.19</b>	<b>5,300.00</b>	<b>0.00</b>	<b>103.54</b>	<b>1.95</b>	<b>0.00</b>
<b>CAPITAL OUTLAY</b>								
235.0-720.000-972.0000	FURNITURE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>CAPITAL OUTLAY</b>		<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>OTHER FINANCING USES</b>								
235.0-720.000-995.0101	TRANSFER TO GENERAL FUND	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>OTHER FINANCING USES</b>		<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>

PERIOD ENDING 10/31/2025

GL NUMBER	DESCRIPTION	2024-25		2025-26		ACTIVITY FOR	YTD BALANCE	% BDGT	ENCUMBERED
		AMENDED BUDGET	END BALANCE 06/30/2025	AMENDED BUDGET	MONTH 10/31/25	10/31/2025			
Expenditures									
Total Dept 720.000 -	PRINCIPAL SHOPPING DISTRICT	1,419,599.17	1,155,153.83	1,502,890.01	134,400.92	380,130.15	41.03	236,535.69	
TOTAL EXPENDITURES		<u>1,556,329.17</u>	<u>1,348,323.35</u>	<u>1,679,740.01</u>	<u>153,713.34</u>	<u>453,857.04</u>	<u>41.10</u>	<u>236,535.69</u>	
TOTAL REVENUES - FUND 235.0		1,556,329.17	1,604,611.05	1,679,740.01	24,086.00	142,815.58	8.50	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>153,713.34</u>	<u>453,857.04</u>	<u>41.10</u>	<u>236,535.69</u>	
NET OF REVENUES & EXPENDITURES		0.00	256,287.70	0.00	(129,627.34)	(311,041.46)	100.00	(236,535.69)	

City of Birmingham  
Birmingham Shopping District Meeting Minutes  
**Thursday, November 6, 2025 - 8:30 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held on Thursday, November 6, 2025, at 8:40 a.m. at The Community House.

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

**PRESENT:** Ecker, Kay, Lundberg, Roberts, Sharrak, Surnow, Taddei, Wolf, Director Emeritus Fehan, Secretary Lipari

**ABSENT:** Hussey, McKenzie, Pohlod

**ADMINISTRATION:** Bassett, Brook

**GUEST(S):** Astrein

**MOTION:** Motion by Ecker, seconded by Kay, to nominate Lipari to stand in as BSD Board chair, due to the absences of board chair and vice chair.

**VOTE: Yeas:** Ecker, Kay, Lundberg, Roberts, Sharrak, Surnow, Taddei, Wolf

**Nays:** none

**Absent:** Hussey, McKenzie, Pohlod

**Motion passed.**

DRAFT

**2. RECOGNITION OF VISITORS**

**3. FINANCE REPORT – BASSETT**

Bassett reported that there has not been much change in the financials since last month. The collection of delinquent assessments is tracking well. Overall, things are looking good as the finance department works to close out the last fiscal year.

**4. APPROVAL OF CONSENT AGENDA**

Consent agenda consisted of the:

- a. Approval of the BSD Board minutes from October 9, 2025
- b. Approval of vouchers – October 2025
- c. Absence Waivers – McKenzie, Fehan, Lipari

**MOTION:** Motion by Ecker, seconded by Lundberg, to approve the BSD Board minutes from October 9, 2025, vouchers from October 2025, and absence waiver for McKenzie, Fehan, and Lipari.

**VOTE: Yeas:** Ecker, Kay, Lundberg, Roberts, Sharrak, Surnow, Taddei, Wolf

**Nays:** none

**Absent:** Hussey, McKenzie, Pohlod

**Motion passed.**

**5. NEW BUSINESS**

**6. PRESENTATIONS**

**7. OLD BUSINESS**

**8. REPORTS**

**a. COMMITTEE REPORTS**

**SPECIAL EVENTS - KAY**

Kay shared that Art Walk went well. Participating businesses had positive feedback and said that they would participate again.

The BirminghamBURGER event wrapped up at the end of October and had more than 5,000 votes. Terra Kitchen and Cocktails was the winner with Adachi in second place.

Plans are moving forward for holiday events and activities.

**MARKETING & ADVERTISING - LUNDBERG**

No report given.

**MAINTENANCE/CAPITAL IMPROVEMENTS - LIPARI**

Lipari reported that property owners on Merrill are in favor of installing lights across the street again. The plan is for the BSD to cover the cost of the lights and the storage and for the property owners to pay for the installation of the lights. This will probably take place in 2026.

Work continues on the Willits alley project.

**BUSINESS DEVELOPMENT - SURNOW**

No meeting held.

**EXECUTIVE COMMITTEE REPORT – POHLOD**

No meeting held.

**b. WAYFINDING**

No meeting held. The committee is working to get needed approvals from the MDOT.

### **c. ADVISORY PARKING COMMITTEE**

Taddei shared that the committee is looking into being a part of a pilot program for EV charging stations. The company providing the chargers would absorb the costs for a 5-year trial. The committee is evaluating where to install the chargers.

The committee once again approved allocating \$25,000 to the BSD for the BSD's assistance in promoting parking during the holidays and year round.

### **d. EXECUTIVE DIRECTOR REPORT**

Bassett reported that two new commissioners took office at the last meeting.

The Farmers Market season ended on October 26. Over 70,000 people visited the Market in 2025. There continues to be significant interest from sponsors and vendors.

The BirminghamBURGER promotion created a buzz in the community and generated over 5,000 votes.

Holiday activities kick-off on Saturday, November 29<sup>th</sup> with Santa Walk. Board members are invited to attend the holiday tree lighting on Friday, December 5<sup>th</sup> at 6 p.m.

Budget planning is underway. Bassett will meet with committee chairs and should have a draft ready for review in January. The new downtown guides are available in print and on our website.

The Advisory Parking Committee (APC) approved \$25,000 to the BSD since the BSD helps to promote City parking options. The APC is working on a parking pass for hospitality workers that focuses on evening hours.

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**

## **12. ADJOURNMENT – 9:10 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:** 12/04/2025

Early Release Vendor	Description	Account	Amount
21ST CENTURY MEDIA-MICHIGAN	ADVERTISING FOR BIRMINGHAMBURGER	MARKETING & ADVERTISING	500.00
ALLEGRA MARKETING, PRINT, MAIL	HOLIDAY COUNTER CARDS	MARKETING & ADVERTISING	463.22
AMAZON CAPITAL SERVICES INC	OFFICE RENOVATION CREDIT	OTHER CONTRACTUAL SERVICE	241.15
ART/DESIGN GROUP LTD	ARTWORK FOR CRUISE AND HOLIDAY	MARKETING & ADVERTISING	262.50
BEASLEY MEDIA GROUP, LLC	ADVERTISING FOR BIRMINGHAMBURGER	BIRMINGHAMBURGER	3,000.00
BILLY JOE HOWARTH	SANTA PERFORMANCE PAY 3 OF 3	SANTA PERFORMANCE	2,740.83
BLUMZ	TREES AND WREATH FOR SANTA HOUSE	SPECIAL EVENTS	770.00
CAR TRUCKING INC	DUMPSTER SERVICES FOR EVENTS	DUMPSTER FOR FARMERS MARKET	225.35
CHAT GPT	MONTHLY SUBSCRIPTION	MARKETING & ADVERTISING	20.00
DANIEL SUTTKUS	SANTA PERFORMANCE PAY 3 OF 3	SANTA PERFORMANCE	2,300.00
DOWNTOWN PUBLICATIONS INC	ADVERTISING FOR DAY ON THE TOWN HOLIDAY	HOLIDAY	700.00
EAGLE LANDSCAPING & SUPPLY	FIREWOOD FOR WINTER MARKT	SPECIAL EVENTS	261.00
ENGLISH GARDENS	HOLIDAY TREE EXTENSION	HOLIDAY TREE EXTENSION	5,977.30
FAIRYTALE ENTERTAINMENT PARTYS	PERFORMANCE ON 12/13 FINAL PAY	SPECIAL EVENTS	555.00
GROSSE POINTE NEWS	ADVERTISING	MARKETING & ADVERTISING	595.00
HAZEL, RAVINES & DOWNTOWN	MERCHANT MEETING TREATS	TENANT RECRUITMENT	289.80
IHEART MEDIA	ADVERTISING FOR BIRMINGHAMBURGER	BIRMINGHAMBURGER	5,520.02
JAIMI BROOK	MISC SUPPLIES FOR WINTER MARKT	SPECIAL EVENTS	55.54
JCC CREATIVE LLC	MONTHLY PHOTOGRAPHY SERVICES	MONTHLY PHOTOGRAPHY SERVICES	250.00
JET'S PIZZA	FM END OF SEASON CELEBRATION	SPECIAL EVENTS	239.15
LIFESTYLE PUBLICATIONS LLC	PRINTING AND PUBLISHING	PRINTING AND PUBLISHING	1,250.00
META		TENANT RECRUITMENT	24.95
MICHIGAN ART GUIDE	ADVERTISING	MARKETING & ADVERTISING	200.00
NICK'S MAINTENANCE SERVICE	SNOW REMOVAL NOVEMBER	SNOW REMOVAL	10,700.00
OUTFRONT MEDIA INC	DIGITAL ADVERTISING	DIGITAL ADVERTISING FOR BIRMINGHAMBURGER	1,599.66
PRODIO LLC	PRINT OF DIGITAL BOOK	TENANT RECRUITMENT	4,500.00
QR CODE GENERATOR	SUBSCRIPTION FOR QR CODE GENERATOR	MARKETING & ADVERTISING	193.42
RANDY TACIA	SANTA PERFORMANCE	SPECIAL EVENTS	747.50

**Birmingham Principal Shopping District Board**

**Voucher List For:** 12/04/2025

Early Release Vendor	Description	Account	Amount
TOP HAT & TAILS CARRIAGE CO INC	CARRIAGE RIDES PAY 2 OF 2	CARRIAGE RIDES	6,125.00
TURNER SANITATION, INC	PORTA POTTIES AND SINK STATIONS AT EVENTS	FARMERS MARKET	550.24
<b>Total:</b>			<b>\$ 50,856.63</b>

**Journal Entries**

City of Birmingham - Employee parking	\$ 400.00
City of Birmingham - Farmers Market final costs	4,307.60
City of Birmingham - Farmers Market application fee	165.00
City of Birmingham - Postage	281.40
 Total Journal Entries	 \$ 5,154.00
 TOTAL VOUCHERS AND JOURNAL ENTRIES	 \$ 56,010.63 =====

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

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

**Date** \_\_\_\_\_

## **AGREEMENT FOR SOCIAL MEDIA MANAGEMENT AND CONTENT CREATION SERVICES**

**THIS AGREEMENT** is entered into this 1st day of January 2026, by and between the **BIRMINGHAM SHOPPING DISTRICT**, whose address is 151 Martin Street, Birmingham, MI 48009 (hereinafter referred to as the BSD) and Cantu-Miller Ventures, LLC, a Michigan limited liability company dba Saturday Social, whose address is 1511 South Wilson Ave, Royal Oak, MI 48067 (hereafter referred to as Saturday Social) and the foregoing shall collectively be referred to as the parties.

**WHEREAS**, the BSD desires to engage in social media management and content creation, and in connection therewith has requested quotes for social media management and content creation; and

**WHEREAS**, Saturday Social has qualifications that meet the project requirements and has provided a response and cost proposal to perform monthly social media management and content creation services. Other assigned projects in addition to the monthly social media management and content creation services will be quoted and approved separately with a change order.

**NOW, THEREFORE**, in consideration of the foregoing preambles, the adequacy of which is acknowledged by and between the parties to this Agreement, the parties agree as follows:

**1. MUTUALLY AGREE:** It is mutually agreed by and between the parties that Saturday Socials proposal for social media management and content creation services shall be fully incorporated herein by reference and shall become a part of this Agreement, and shall be binding upon both parties hereto (attached hereto as Attachment "A").

**2. TERM:** This Agreement shall have a term of six months from the date stated above. The BSD shall have the right to unilaterally terminate this Agreement on thirty (30) days written notice. In the event of termination, Saturday Social shall receive compensation for services to the date the termination takes effect and the BSD shall be entitled to retain and use the results of all social media content prepared by Saturday Social through such date. All content produced by Saturday Social will be used for Birmingham Shopping District promotions, barring resale.

**3. TERMS OF PAYMENT:** Saturday Social will invoice monthly for all labor supplied and work completed. In no event shall invoices be submitted more than 45 days after completion of services. Submitted invoices shall include the following detailed information: the type of work performed and the individual who performed the work. The BSD may, at its sole discretion demand review and the right to request at any time further detailed accounting information for any or all bills. The right to inspection of any bill and invoice shall never be at any cost or billings to the BSD, nor shall preparation of said invoices be billed to the BSD or against the general retainer. Payment terms will be net 30 days unless otherwise specified by the BSD. Payment not to exceed \$22,800.00.

**4.** Saturday Social shall be of good moral character and fitness in performing all services under this Agreement.

**5. INSURANCE SUBMISSION REQUIREMENTS:** Saturday Social has submitted proof to the BSD that it meets all BSD insurance requirements. Insurance, with coverage amounts at no less than the BSD's minimum requirements, must be held by Saturday Social throughout

the term of this Agreement. Certificates of insurance as stated below will be required no later than five (5) business days from the date of Saturday Social acceptance of the terms of this Agreement.

**6. CONFIDENTIAL AND OR PROPRIETARY INFORMATION:** Saturday Social acknowledges that in performing services pursuant to this Agreement, certain confidential and/or proprietary information (including, but not limited to, internal organization, methodology, personnel and financial information, etc.) may become involved. Saturday Social recognizes that unauthorized exposure of such confidential or proprietary information could irreparably damage the BSD. Therefore, Saturday Social agrees to use reasonable care to safeguard the confidential and proprietary information and to prevent the unauthorized use or disclosure thereof. Saturday Social further agrees to use such confidential or proprietary information only for the purpose of performing services pursuant to this Agreement.

**7. INDEPENDENT Contractor:** Saturday Social and the BSD agree that Saturday Social is acting as an independent contractor with respect to the company's role in providing services to the BSD pursuant to this Agreement, and as such, shall be liable for its own actions and Saturday Social employees will not be construed as employees of the BSD. Nothing contained in this Agreement shall be construed to imply a joint venture or partnership and neither party, by virtue of this Agreement, shall have any right, power or authority to act or create any obligation, express or implied, on behalf of the other party, except as specifically outlined herein. Neither the BSD nor Saturday Social shall be considered or construed to be the agent of the other, nor shall either have the right to bind the other in any manner whatsoever, except as specifically provided in this Agreement, and this Agreement shall not be construed as a contract of agency. Saturday Social shall not be considered entitled or eligible to participate in any benefits or privileges given or extended by the BSD, or be deemed an employee of the BSD for purposes of federal or state withholding taxes, FICA taxes, unemployment, workers' compensation or any other employer contributions on behalf of the BSD.

**8. COMPLIANCE WITH LAWS:** Saturday Social agrees to fully and faithfully carry out the duties set forth herein using its best efforts in accomplishing all assignments from the BSD, and further, in addition to upholding all federal, and state laws and applicable codes of professional conduct to which Saturday Social is subject, Saturday Social hereby agrees to be bound by all Federal, State, or City of Birmingham ordinances, rules, regulations and policies as are amended from time to time, and including without limitation the Fair Labor Standards Act, the Equal Employment Opportunity rules and regulations, the Transportation Safety Act and the Occupational Safety and Health Acts.

**9. NON-COMPLIANCE WITH INSURANCE REQUIREMENTS:** Failure to deliver and maintain insurance in accordance with the terms of this Agreement will be cause for the BSD, by and through its Executive Director, to terminate this Agreement, or at the BSD's option, the BSD may purchase on the open market such required insurance and shall be entitled to charge any additional cost to Saturday Social, either by offset to any amounts due and owing Saturday Social for services provided to the BSD, or, by separate bill and demand for payment. Nothing in this paragraph shall be deemed to create or be interpreted as establishing a "for cause" termination; Saturday Social agrees and understands that its engagement is at will and may be terminated by the Executive Director for any cause or no cause.

**10. INDEMNIFICATION:** To the fullest extent permitted by law, Saturday Social and any entity or person for whom Saturday Social is legally liable, agrees to be responsible for any

liability, defend, pay on behalf of, indemnify, and hold harmless the Birmingham Shopping District, its elected and appointed officials, employees and volunteers and others working on their behalf against any and all claims, demands, suits, or loss, including all costs and reasonable attorney fees connected therewith, and for any damages which may be asserted, claimed or recovered against or from the BSD, its elected and appointed officials, employees, volunteers or others working on their behalf, by reason of personal injury, including bodily injury and death and/or property damage, including loss of use thereof, which arise out of the acts, errors or omissions of Saturday Social in the performance of this Agreement. Such responsibility shall not be construed as liability for damage caused by or resulting from the sole act or omission of its elected or appointed officials, employees, volunteers or others working on behalf of the BSD.

#### 11. STANDARD INSURANCE REQUIREMENTS:

Saturday Social shall maintain during the life of this Agreement the applicable types of insurance coverage and minimum limits as set forth below:

A. Commercial General Liability Insurance: Saturday Social shall procure and maintain during the life of this Agreement, Commercial General Liability Insurance on an "Occurrence Basis" with limits of liability not less than **\$1,000,000** per occurrence combined single limit, Personal Injury, Bodily Injury and Property Damage. Coverage shall include the following extensions: (A) Contractual Liability; (B) Products and Completed Operations; (C) Independent Saturday Social coverage; (D) Broad Form General Liability Extensions or equivalent; (E) Deletion of all Explosion, Collapse and Underground (XCU) Exclusions, if applicable.

B. \*Motor Vehicle Liability: Saturday Social shall procure and maintain during the life of this Agreement, Motor Vehicle Liability Insurance, including all applicable no-fault coverages, with limits of liability of not less than \$1,000,000 per occurrence combined single limit Bodily Injury and Property Damage. Coverage shall include all owned vehicles, all non-owned vehicles, and all hired vehicles.

C. Additional Insured: Commercial General Liability Insurance, as described above, shall include an endorsement stating the following **Additional Insureds: The Birmingham Shopping District, including all elected and appointed officials, all employees and volunteers, all boards, commissions and/or authorities and board members, including employees and volunteers thereof.** This coverage shall be primary to any other coverage that may be available to the additional insured, whether any other available coverage by primary, contributing or excess.

D. Coverage Expiration: If any of the above coverages expire during the term of this Agreement, Saturday Social shall deliver renewal certificates and/or policies to the BSD at least (10) days prior to the expiration date.

E. Proof of Insurance Coverage: Saturday Social shall provide the Birmingham Shopping District at the time the Agreement is returned for execution, Certificates of Insurance and/or policies, acceptable to the Birmingham Shopping District, as listed below.

- 1) Two (2) copies of Certificate of Insurance for Commercial General Liability Insurance;

- 2) Two (2) copies of Certificate of Insurance for Vehicle Liability Insurance;
- 3) If so requested, Certified Copies of all policies mentioned above will be furnished.

F. Maintaining Insurance: Upon failure of Saturday Social to obtain or maintain such insurance coverage for the term of the Agreement, the Birmingham Shopping District may, at its option, purchase such coverage and subtract the cost of obtaining such coverage from the Agreement amount. In obtaining such coverage, the Birmingham Shopping District shall have no obligation to procure the most cost-effective coverage but may contract with any insurer for such coverage.

**12. WRITTEN NOTICES:** Written notices regarding this Agreement shall be addressed to the following:

BSD: Birmingham Shopping District  
151 Martin Street  
Birmingham, Michigan 48009  
Attn: Erika Bassett

Saturday Social:  
Saturday Social  
1511 South Wilson Ave  
Royal Oak, Michigan 48067  
Attn: Celeste Miller

**13. AMENDMENTS:** No amendment, modification or supplement to this Agreement shall be binding unless it is in writing and signed by authorized representatives of the parties.

**14. WAIVER OF BREACH:** No waiver by either party of any breach of any of the terms, covenants or conditions herein contained by the other party shall be construed as a waiver of any succeeding breach of this same or of any other term, covenant or condition.

**15. COMPLETE AGREEMENT:** The parties agree that the conditions set forth in this Agreement sets forth all terms and conditions of Saturday Social agreement with the Birmingham Shopping District. This Agreement supersedes all prior agreements or understandings between the parties. There are no promises, conditions or understandings other than those stated herein, and, that any prior negotiations, terms or conditions discussed between the BSD and Saturday Social shall not constitute a part of this Agreement. The term "agreement" as used in this clause shall include any future written amendments, modifications, or supplements made in accordance herewith.

**16. DIRECT OR INDIRECT INTEREST:** If, after the effective date of this Agreement, any official of the BSD, or spouse, child, parent or in-law of such official or employee shall become directly or indirectly interested in this Agreement or the affairs of Saturday Social, the BSD shall have the right to terminate this Agreement without further liability to Saturday Social if the

disqualification has not been removed within thirty (30) days after the BSD has given Saturday Social notice of the disqualifying interest. Ownership of less than one percent (1%) of the stock or other equity interest in a corporation or partnership shall not be a disqualifying interest. Employment shall be a disqualifying interest.

**17. FAILURE TO PERFORM.** If Saturday Social fails to perform its obligations hereunder, the BSD may take any and all remedial actions provided by the general specifications or otherwise permitted by law.

**18. LEGAL PROCEEDINGS:** Any controversy or claim arising out of or relating to this Agreement, or the breach thereof, shall be settled either by commencement of a suit in Oakland County Circuit Court, the 48<sup>th</sup> District Court or by arbitration. If both parties elect to have the dispute resolved by arbitration, it shall be settled pursuant to Chapter 50 of the Revised Judicature Act for the State of Michigan and administered by the American Arbitration Association with one arbitrator being used, or three arbitrators in the event any party's claim exceeds \$1,000,000. Each party shall bear its own costs and expenses and an equal share of the arbitrator's and administrative fees of arbitration. Such arbitration shall qualify as statutory arbitration pursuant to MCL §600.5001 et seq., and the Oakland County Circuit Court or any court having jurisdiction shall render judgment upon the award of the arbitrator made pursuant to this Agreement. The laws of the State of Michigan shall govern this Agreement, and the arbitration shall take place in Oakland County, Michigan. In the event that the parties elect not to have the matter in dispute arbitrated, any dispute between the parties may be resolved by the filing of a suit in a federal or state court with jurisdiction over Oakland County, Michigan.

**IN WITNESS WHEREOF**, the parties hereto agree to be bound by the above terms and conditions, and Saturday Social, by its authorized signature below, expressly accepts this Agreement upon the above provided terms and conditions contained in this Agreement as of the date first above written.

\_\_\_\_\_  
Erika Bassett, Executive Director  
Birmingham Shopping District

\_\_\_\_\_  
Celeste Miller, Director of Accounts  
Saturday Social

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

\_\_\_\_\_  
Mary M. Kucharek, City Attorney

\_\_\_\_\_  
Date

## ATTACHMENT A

Social Media Management and Content Creation  
Company: Cantu-Miller Ventures, LLC, dba "Saturday Social"  
Contact: Celeste Miller, Director of Accounts, celeste@saturday-social.com

### **FYE 2026:**

#### Deliverables:

- Social media strategy development
- Monthly social media management including community management of three (3) platforms (Instagram, Facebook, LinkedIn) at a cost of \$2,600/month.
  - Includes 15 posts per month, 3 posts per week and 3 stories including content creation, writing, scheduling, etc...
- Monthly filming for social media content creation to include a full day (8-hours of filming) with the Saturday Social team around Downtown Birmingham at a cost of \$1,200/month.

#### Intellectual Property:

- Upon receipt of full payment, Client is granted full ownership of the final deliverables, including all edited photo and video files, finalized copy, and any other finished creative assets. Client may use, reuse, and repurpose these deliverables in their business for marketing, advertising, social media, website, print, and other promotional materials without further permission from Contractor.
- Contractor grants Client a perpetual, worldwide, non-exclusive license to use the final deliverables on Client-controlled marketing channels and advertising for Client's products or services.
- Contractor retains all rights to and ownership of any unedited files, project files, working files, templates, presets, and internal tools used in the creation of the deliverables. These working materials are not included in the project and are not transferred to Client.
- After Client first publishes the deliverables, Contractor may display them for self-promotional purposes, including portfolios, websites, and social media.

#### Fees:

January 2026:	\$3,800
February 2026:	\$3,800
March 2026:	\$3,800
April 2026:	\$3,800
May 2026:	\$3,800
<u>June 2026:</u>	<u>\$3,800</u>
<b>FYE 2026 Total</b>	<b>\$22,800</b>



BIRMINGHAM SHOPPING DISTRICT

APPLICATION FOR BIRMINGHAM SHOPPING DISTRICT COMMITTEE

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

Return the completed application to Birmingham Shopping District, 151 Martin Street, Birmingham, MI 48009 or by email BSDinfo@bhamgov.org.

Visit downtownbirmingham.com/committees for more information about the each committees.

Committee of Interest:

Marketing & Advertising \_\_\_ Business Development X Maintenance & Capital Improvements \_\_\_ Special Events \_\_\_

(Please print clearly)

Name Sloane Wolf

Phone 248-877-6306

Residential Address

Email sloanemwolf@gmail.com

Business Name The Agency Hall + Hunter

Business Address 442 S. Old Woodward

Occupation REALTOR

Reason for Interest: Explain how your background and skills will enhance the committee to which you have applied AS a realtor, I'm always keeping an eye on business development

in the community to keep my clients updated. I also actively promote local businesses through social media.

List your related employment experience

REALTOR, marketing manager 7+ years, local advocate

List your related community activities Birmingham Shopping District

advertising committee + Board member

List your related educational experience University of Michigan

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

No

Signature of Applicant Sloane Wolf

Date 11/6/25

**Special Events Committee Meeting Minutes**  
**151 Martin Street, Conference Rooms 202 & 203**  
**November 14, 2025, at 8:30am**

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

**In Attendance:** R. Astrein, K. Cummings, D. Fehan, B. Hussey, S. Lipari

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

**Guests:**

**Absent:** Z. Kay, D. Lilley

**Approval of Minutes:** Motion by Fehan seconded by Hussey to approve the minutes dated October 10, 2025. All ayes. Motion approved.

**Public Comment:** None

**BirminghamBURGER Wrap-Up**

The committee reviewed feedback from restaurants that participated in the Burger promotion. The committee discussed different voting options for next year. One possibility is having the public vote for the top 5 and then having celebrity judges pick the winner.

**Holidays**

Brook asked for committee members to volunteer to help at the beginning of Santa Walk with bag distribution.

Brook shared that, due to the size and scope of the Winter Markt event, and the limited size of the BSD staff team, she would like to hire DPS employees to help during Winter Markt with the fires, trash, and other miscellaneous activities. The committee agreed that, since it will fit within the event budget, this would be a good idea.

Brook also encouraged committee members to attend the Tree Lighting during Winter Markt and asked them to assist with glow wand distribution.

**2026 BRRmingham Blast**

The committee discussed planning for the BRRmingham Blast event. Brook will work on securing a magician and will look into a possible flame thrower. She will also start recruiting food trucks and asked for recommendations from the committee.

Bassett shared that she will be working on the budget for the 2026/27 fiscal year in the coming weeks.

**NEXT MEETING: Friday, December 12, 2025, at 8:30 a.m.**

**Marketing and Advertising Committee Meeting Minutes**

**151 Martin Street, Commission Room**

**November 11, 2025**

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

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

**Public/Guest:** None

Lundberg called the meeting to order at 8:38 a.m.

**Approval of Minutes:**

Motion by Pohlod, seconded by Quezada, to approve the minutes dated October 8, 2025. All ayes, motion passed.

**Public Comment:** None

**Holiday Update**

Bassett shared the Gift Guide that will be available in the print and digital December editions of Birmingham City Lifestyle Magazine. Hunter presented the Holiday Advertising Plan giving details for the campaign including print, digital, broadcast, and social media tactics.

**Social Media Special Project**

Bassett presented an agreement draft for Saturday Social. Motion by Pohlod, seconded by Boucher to recommend the social media management and content creation services of Saturday Social to the BSD Board for approval. All ayes, motion passed.

**Ongoing**

Bassett provided updates on the social influencer calendar, Bureau Detroit videos and style guide.

The meeting ended at 9:29 a.m.

**NEXT MEETING: December 10, 2025 at 8:30 a.m.**

**Maintenance/Capital Improvement Committee Meeting Minutes  
151 Martin Street Conference Rooms 202 & 203  
November 18, 2025**

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

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

**Approval of Minutes:** Motion by Fehan, seconded by Pohlod, to approve the minutes dated October 27, 2025. All ayes, motion passed.

**Public Comment:** No public comment.

**Willits Alley Framework**

Bassett went over updated plans from Oakland County. Bassett reported that there is \$75,000 set aside for alley improvements and that we may be able to get sponsorships or partnerships. Bassett also reported that once a plan is in place we will have to go before City committees. Committee discussed starting with two murals, one at Figo and one at Street Beet. Bassett will work internally to create a mural program. Committee agreed to hold off on planters.

**Hanging Basket Watering**

Bassett reported that she received a new quote from Nick's Maintenance for hanging basket watering. The quote is for a longer term and lower price. The committee discussed adding hanging baskets in the Triangle District, they decided to hold off until Bassett can provide how much in assessments they pay.

**Holiday Lighting**

Laird reported that they are on track to be up by Thanksgiving. Laird reported the estimated 2025/2026 cost to be \$27,000 and the 2026/2027 estimated cost to be \$28,000.

**Light Pole Banners**

DPS is continuing to take down the Farmers Market banners and replacing them with the Holiday banners.

**Merrill Street Lighting**

Bassett reported that both property owners are interested, however the Merrillwood team would like to explore installation options with their own contractor, and would therefore like to revisit the project in early 2026.

The meeting adjourned at 9:42 a.m.

**Next Meeting:** Tuesday, December 9, 2025, at 8:30 a.m.

**Business Development Committee Meeting Minutes**  
**151 Martin Street, Conference Room 202**  
**November 25, 2025, at 8:30 a.m.**

Hockman called the meeting to order at 8:31 a.m.

**In Attendance:** J. Hockman (Chair), S. Surnow (Vice Chair), M. McKenzie, S. Quintal, C. Quezada, A. Thomas, E. Bassett

**Guests:** None

**Absent:** M. Sharrak

**Public Comment:** None

**Approval of Minutes:** Motion by Surnow, seconded by Thomas, to approve the minutes from September 16, 2025. All ayes. Motion passed.

**Business Recruitment and Retention**

• **Q4 Recruitment Strategy Goals:**

- Downtown Guide Distribution: Bassett reported that guides have been distributed to BSD hotels, and to some offices and businesses. The BSD will continue to distribute in the coming months.
- Survey: Bassett reported that the survey remains open through December 31.
- Business Mix Analysis: Bassett to work with McKenzie on an updated presentation in early 2026.
- Broker Roundtable Planning: The committee discussed agenda topics. Bassett to secure a location. Committee to continue discussions in December.
- Target categories/retailers: Bassett advised that staff continues to maintain the list for now, but that available space is limited.
- **Available Spaces Report:** The committee reviewed the report and discussed possible alternatives including CoStar. The committee has agreed to maintain the report for now.
- **New Business Report:** The committee reviewed the report and a status of businesses scheduled to open and newly opened.
- **Retention:** The committee discussed a gift card giveaway during the 2025 Tree Lighting and Winter Markt event, both to recognize businesses and to encourage attendees to shop the downtown businesses while they are here. Motion by Surnow, seconded by Quezada, to allocate \$5,000 to purchase gift cards to approximately ten businesses and distribute them at random to event attendees throughout the weekend. All ayes, motion passed.

**Committee Priorities for 2026**

- The committee briefly reviewed committee roles and responsibilities and plans to continue 2026 objectives at the December meeting.

**Other Business**

- **Merchant Meetings:** Bassett advised that staff will come up with some Merchant Meeting suggestions for 2026 to present to the committee.

Meeting adjourned at 9:30 a.m.

**NEXT MEETING – December 16, 2025, at 8:30 a.m.**

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

**DECEMBER 2025**

Office Occupancy Rate 92%

Retail Occupancy Rate 99%

<b>Name of Business</b>	<b>Property Address</b>	<b>Street Name</b>	<b>Notes</b>	<b>Date of notification</b>	<b>Scheduled to Open/Moved/Opened in last 12 months</b>
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
Snap Taco	126	Old Woodward, South	Dining	09/16/25	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
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

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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**

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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
Wilder's	460	Parkview	Dining	12/16/24	Opened
Sophia Jewelers	123	Maple Road, West	Jeweler	12/09/24	Opened
Flute World	1050	Webster Street	Specialty Retailers	12/09/24	Opened
Icon Anti-Aging & Aesthetics	110	Old Woodward, South	Medical	12/09/24	Opened

## Executive Committee Meeting Minutes

Birmingham City Hall, 151 Martin Street, Conference Room 202

November 26, 2025, at 8:30 a.m.

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

The meeting was called to order at 8:32 a.m.

Motion by Ecker, seconded by Kay, to nominate Fehan to stand in as Executive Committee Chair, due to the absences of committee Chair and Vice Chair. All ayes, motion passed.

**Approval of Minutes:** Motion by Fehan, seconded by Ecker, to approve the minutes dated September 25, 2025. All ayes. Motion passed.

**Public Comment:** None

### Board Anticipated Action Items and Presentations:

- **Board Member Reappointments:** Bassett advised that both Beth Hussey and William Roberts were reappointed to the BSD Board at the November 17, 2025 regular City Commission meeting. Both will continue through November 16, 2029.
- **Business Development Committee Application:** Bassett presented the Business Development committee application submitted by BSD Board and Marketing Committee member, Sloane Wolf. The application will be reviewed at the December 4, 2025 BSD Board meeting.
- **Holiday Gift Guide:** Bassett presented the 2025 holiday gift guide article completed in partnership with Birmingham City Lifestyle Magazine for their December 2025 edition. The article features a variety of BSD stores, highlighting holiday shopping.

### New Business

- **Board Officer Nominations:** Bassett advised that a call for nominations for 2026 BSD Board officers would occur at the December 4, 2025 BSD Board meeting. Per the bylaws, the BSD Board Chair, Vice Chair and Secretary are officers and must be elected each year in January. Nominations for the January elections occurs at the December BSD Board meeting.
- **Saturday Social Agreement:** Bassett presented the Saturday Social agreement for social media management and content creation services. The agreement is part of the FYE 2026 special projects and will have a term of six months, January – June, 2026.

### Committee Updates:

Kay, Pohlod and Bassett provided committee updates to the group.

### Updates:

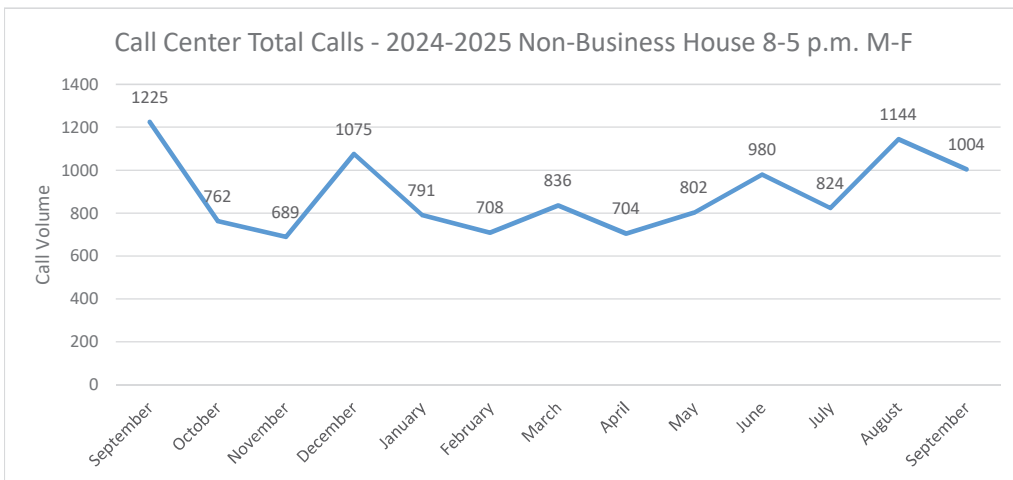
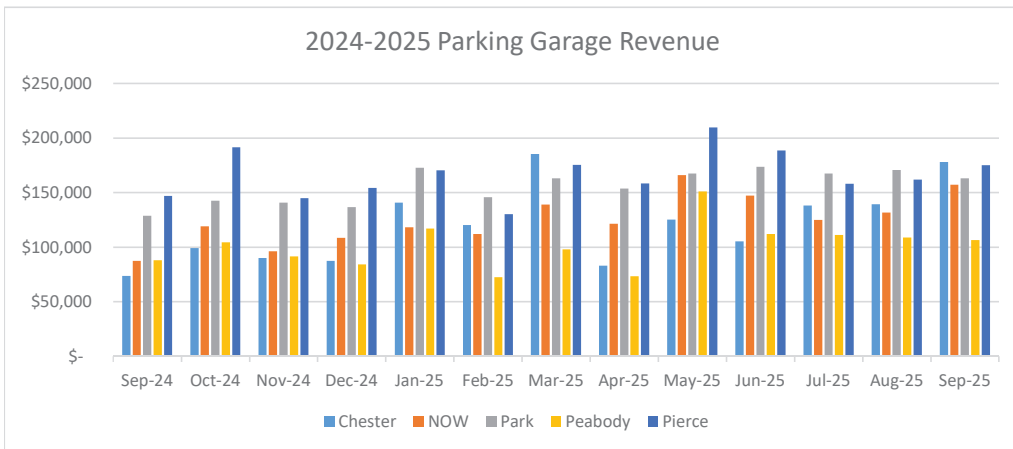
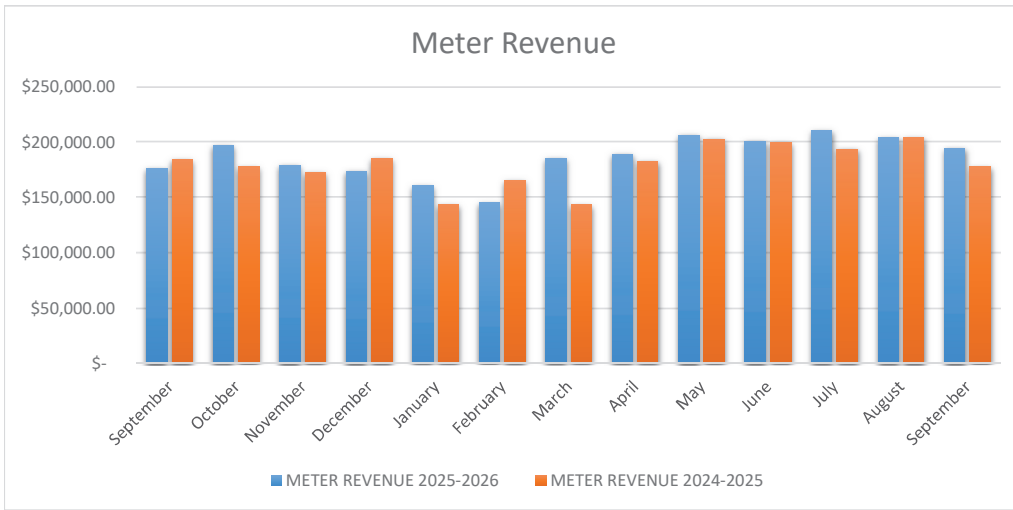
- **DPS Charges/Downtown Maintenance:** Bassett reported that BSD and DPS staff are working together to identify ways to maintain and possibly reduce Downtown Maintenance costs, and are closely monitoring the charges monthly to ensure accuracy.

Bassett, Pohlod and Ecker to meet in December 2025 to further discuss.

Meeting adjourned at 9:08 a.m.

**NEXT MEETING:** Wednesday, December 17, 2025, at 8:30 a.m.

DRAFT



MONTHLY PARKING PERMITS SOLD					
	Chester	N. Old Woodward	Park	Peabody	Pierce
<b>Unreserved</b>	1186	984	1013	543	873
<b>Evening</b>	10	18	11	11	24
<b>Total</b>	1196	1002	1024	554	897

Facility	(Multiple Items)
Row Labels	Count of Start
02-Credit Card Payment	112
03-Cash Payment	8
04-Invalid Ticket / Ticketless Options	75
05-Invalid Validation	10
06-Assistance On Site	7
07-Lost Ticket	54
08-Ghost Call	265
09-Vendor	11
10-Receipt	8
11-Equipment Issue	191
12-Hotel Guest	3
13-Monthly	118
16-Network - Audio/Video Issue	79
17-Insufficient Funds	14
24-General Information	49
<b>Grand Total</b>	<b>1004</b>

Facility	City of Birmingham Michigan - Chester St Garage
Row Labels	Count of Start
02-Credit Card Payment	3
04-Invalid Ticket / Ticketless Options	2
08-Ghost Call	14
09-Vendor	1
11-Equipment Issue	1
13-Monthly	14
16-Network - Audio/Video Issue	2
17-Insufficient Funds	1
24-General Information	4
<b>Grand Total</b>	<b>42</b>

Facility	City of Birmingham Michigan - Old North Woodward
Row Labels	Count of Start
02-Credit Card Payment	8
03-Cash Payment	1
04-Invalid Ticket / Ticketless Options	7
05-Invalid Validation	6
07-Lost Ticket	17
08-Ghost Call	27
09-Vendor	8
10-Receipt	4
11-Equipment Issue	14
13-Monthly	22
16-Network - Audio/Video Issue	12
17-Insufficient Funds	4
24-General Information	11
<b>Grand Total</b>	<b>141</b>

Facility	City of Birmingham Michigan - Park St. Garage
Row Labels	Count of Start
02-Credit Card Payment	9
03-Cash Payment	1
04-Invalid Ticket / Ticketless Options	10
05-Invalid Validation	2
06-Assistance On Site	4
07-Lost Ticket	5
08-Ghost Call	33
09-Vendor	1
11-Equipment Issue	7
13-Monthly	31
16-Network - Audio/Video Issue	12
17-Insufficient Funds	2
24-General Information	6
<b>Grand Total</b>	<b>123</b>

Facility	City of Birmingham Michigan - Peabody Garage
Row Labels	Count of Start
02-Credit Card Payment	22
03-Cash Payment	1
04-Invalid Ticket / Ticketless Options	24
06-Assistance On Site	2
07-Lost Ticket	12
08-Ghost Call	75
10-Receipt	4
11-Equipment Issue	132
13-Monthly	17
16-Network - Audio/Video Issue	21
17-Insufficient Funds	1
24-General Information	12
<b>Grand Total</b>	<b>323</b>

Facility	City of Birmingham Michigan - Pierce Garage
Row Labels	Count of Start
02-Credit Card Payment	70
03-Cash Payment	5
04-Invalid Ticket / Ticketless Options	32
05-Invalid Validation	2
06-Assistance On Site	1
07-Lost Ticket	20
08-Ghost Call	116
09-Vendor	1
11-Equipment Issue	37
12-Hotel Guest	3
13-Monthly	34
16-Network - Audio/Video Issue	32
17-Insufficient Funds	6
24-General Information	16
<b>Grand Total</b>	<b>375</b>

# FREE PARKING REPORT

## August 2025

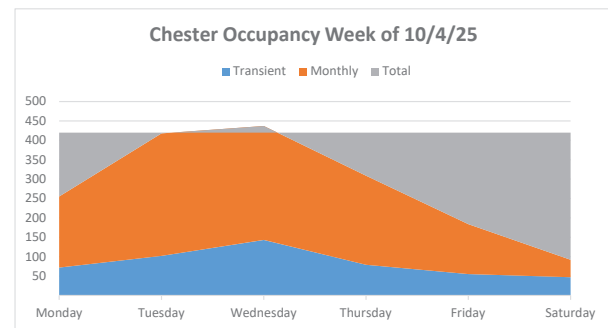
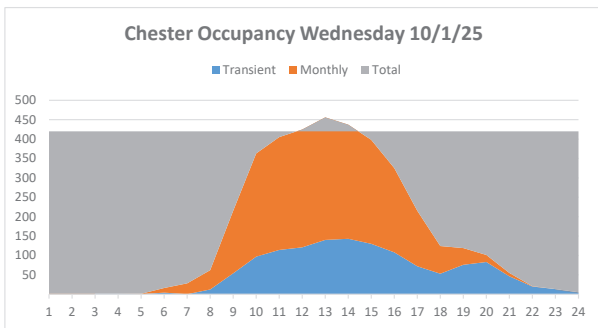
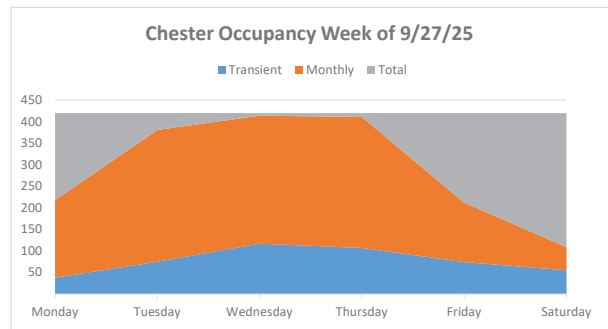
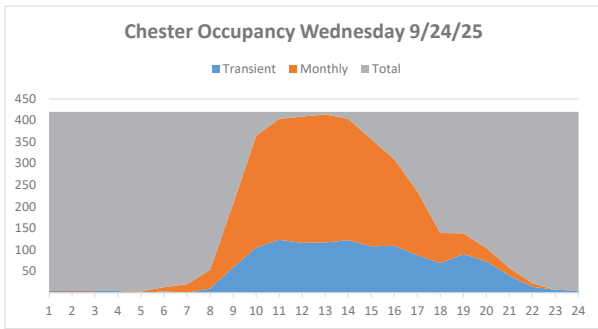
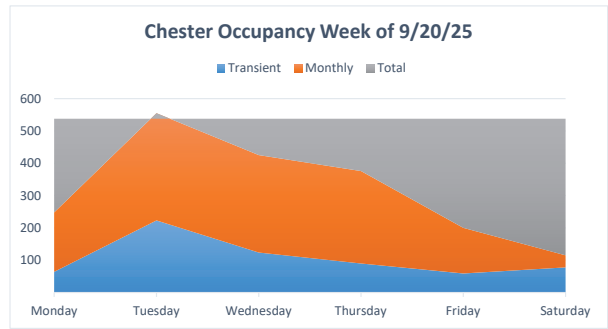
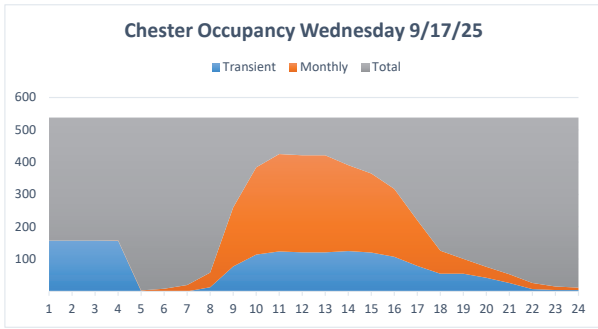
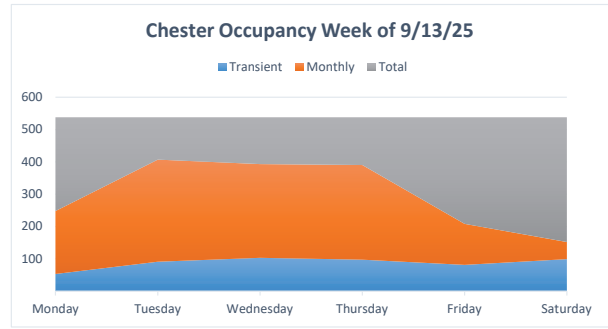
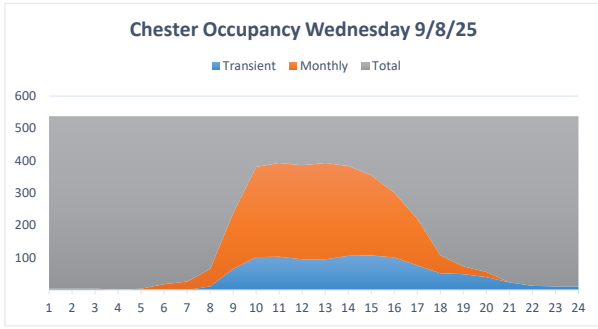
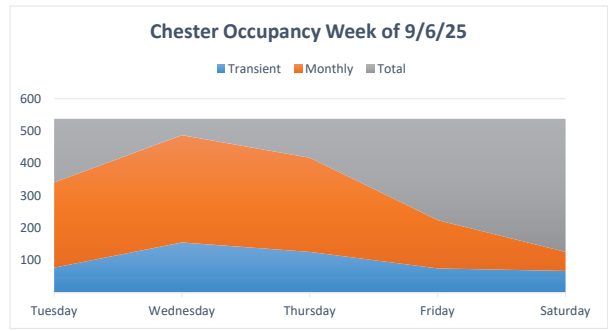
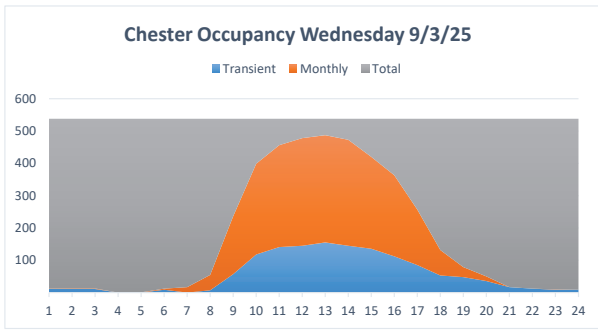
GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE VEHICLES
CHESTER	7,702	4,076	\$21,258.00	53%
OLD WOODWARD PARK	13,691	7,069	\$41,870.00	52%
PEABODY	26,829	13,354	\$74,800.00	50%
PIERCE	23,187	13,799	\$49,908.00	60%
<b>TOTALS</b>	<b>97,412</b>	<b>50,661</b>	<b>\$270,884.00</b>	<b>52%</b>

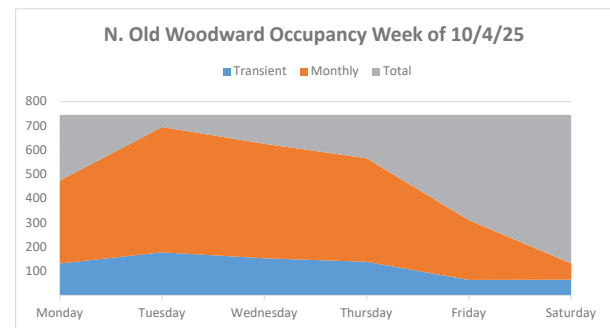
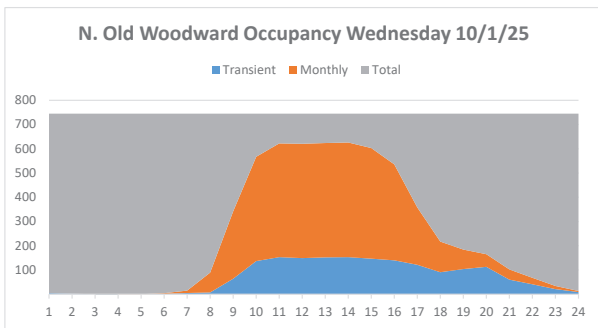
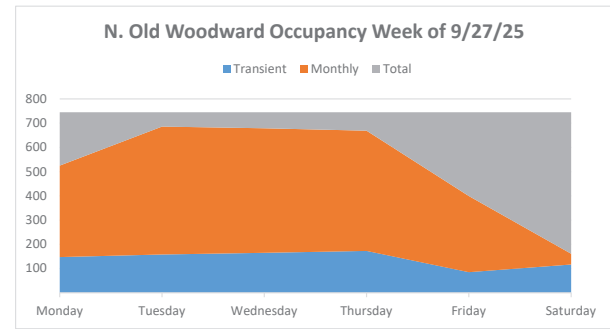
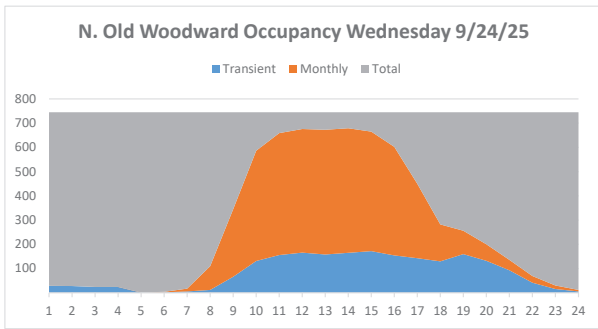
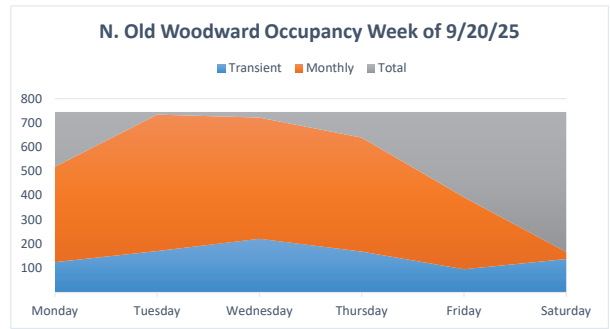
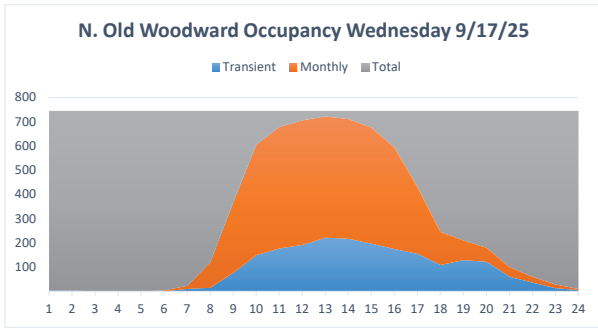
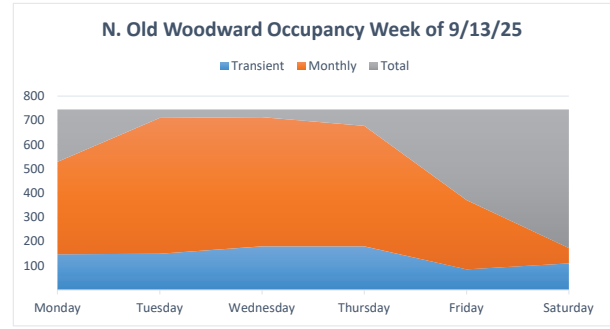
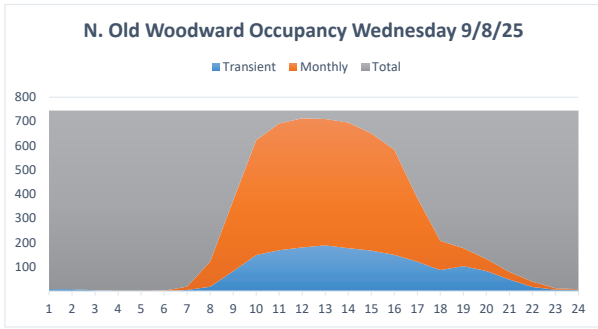
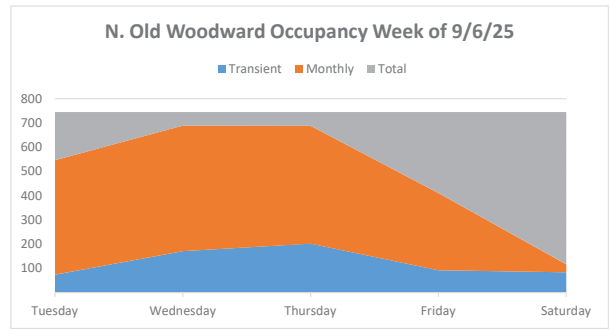
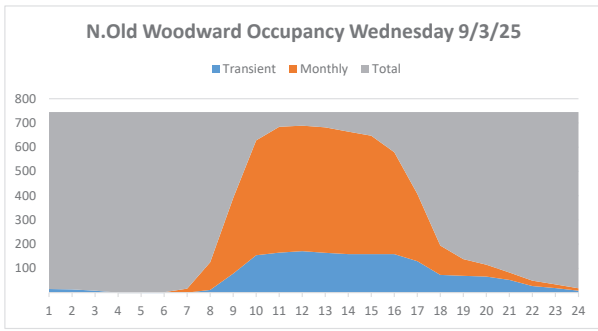
Paying cars	Rate per
3,626	\$5.86
6,622	\$6.32
13,475	\$5.55
9,388	\$5.32
13,640	\$6.09
	<b>\$5.83</b>

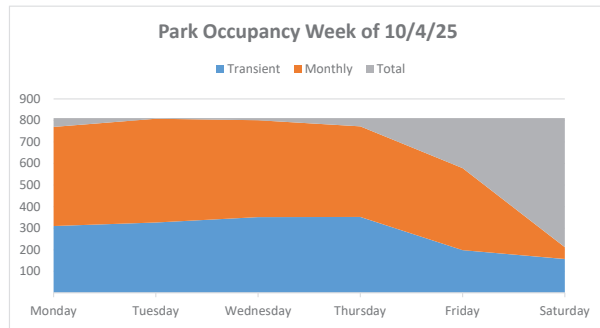
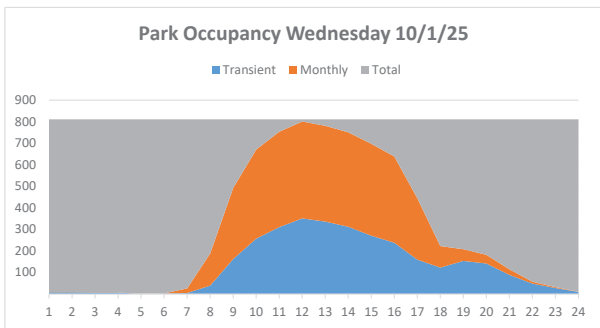
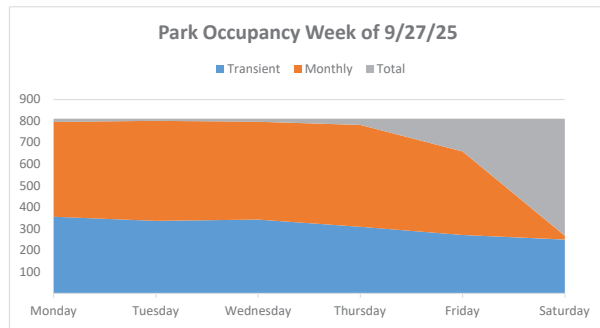
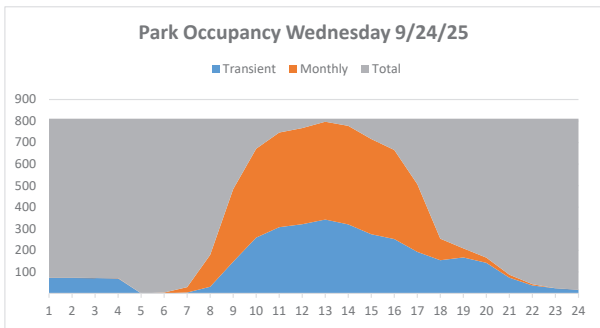
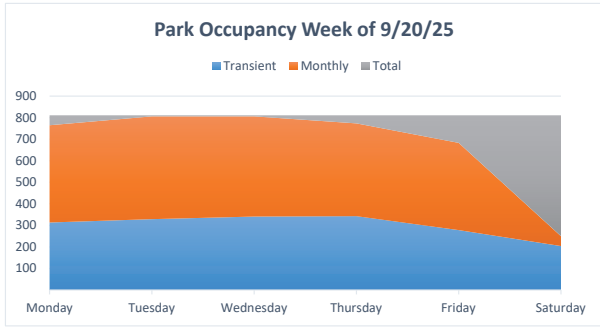
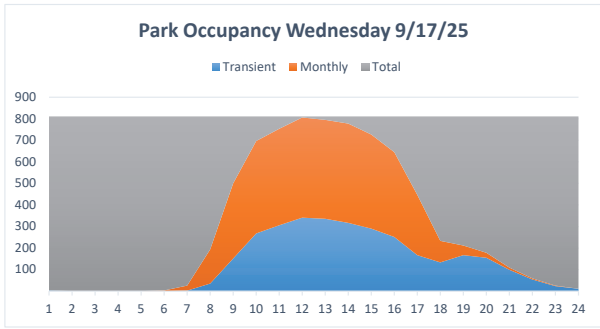
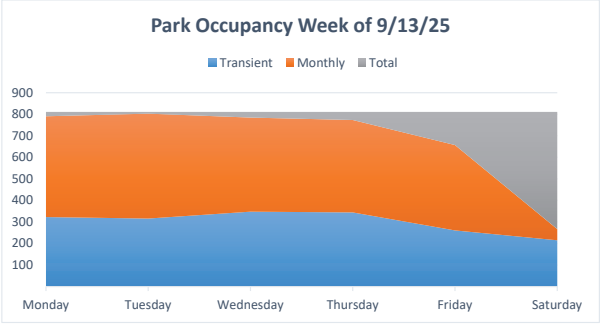
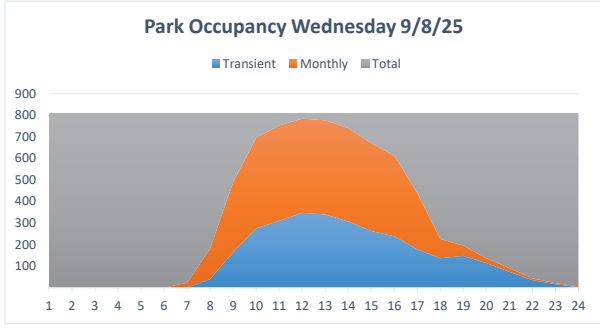
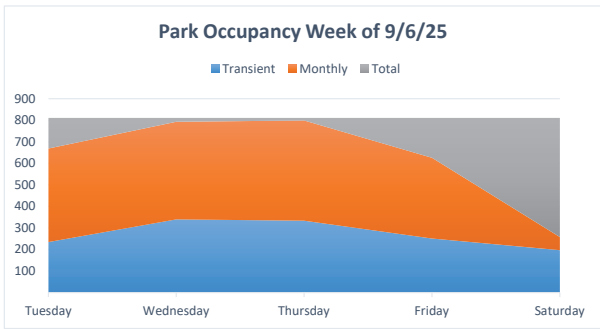
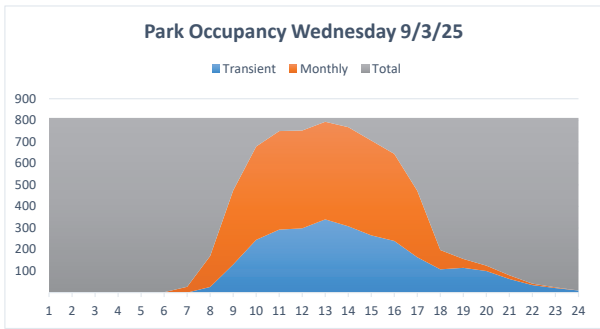
## September 2025

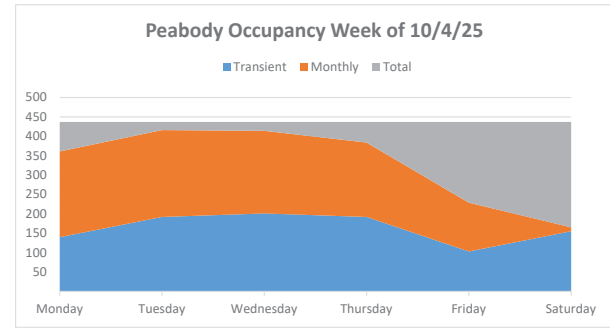
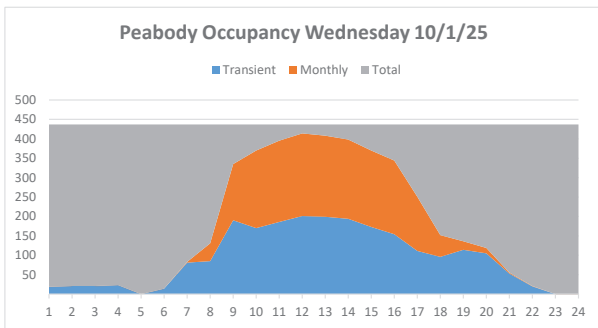
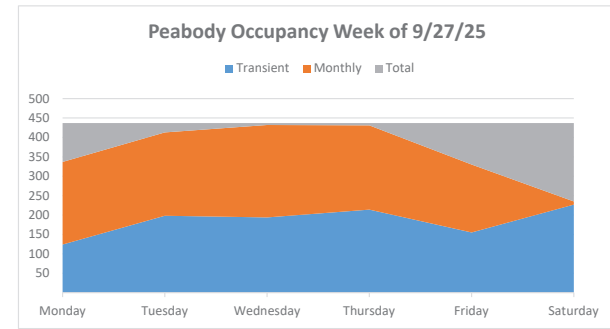
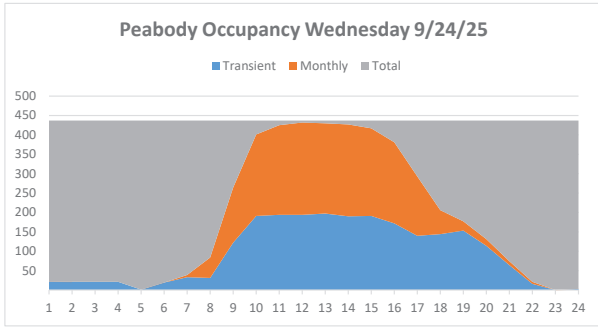
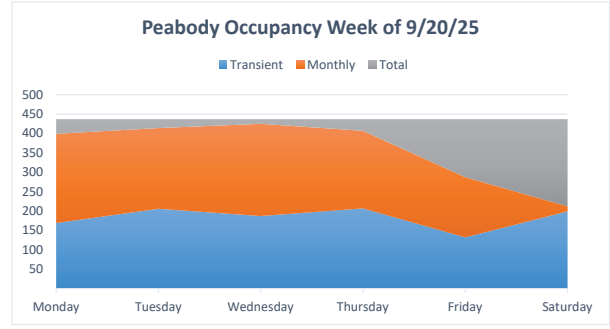
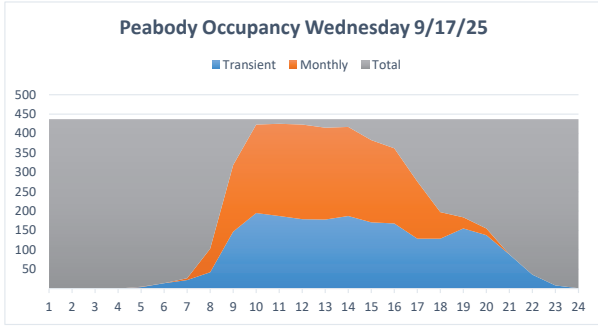
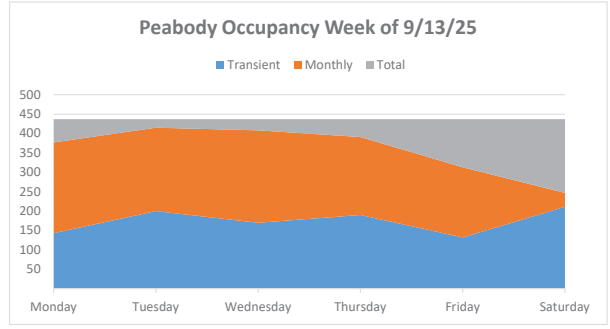
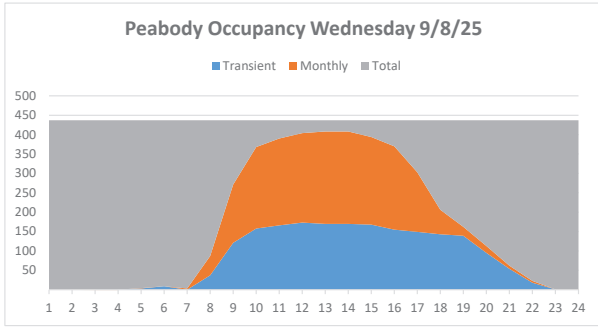
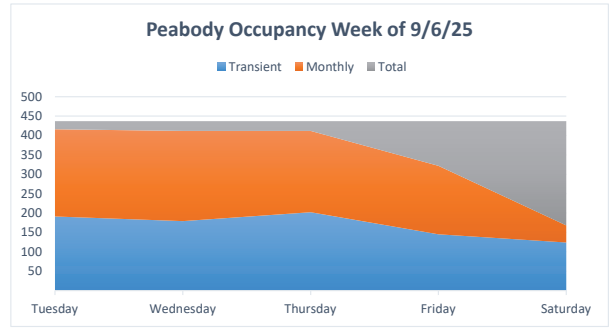
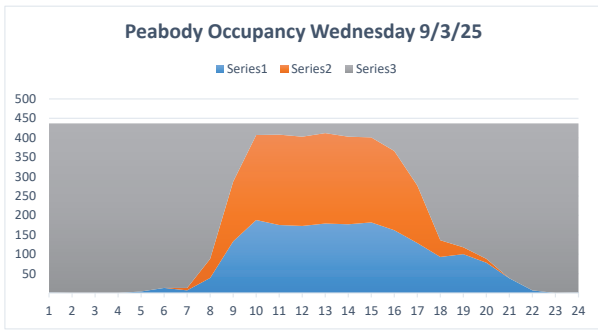
GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE VEHICLES
CHESTER	5,995	3,063	\$18,462.00	51%
OLD WOODWARD PARK	13,302	7,197	\$39,998.00	54%
PEABODY	21,973	10,519	\$68,314.00	48%
PIERCE	20,666	12,312	\$45,890.00	60%
<b>TOTALS</b>	<b>86,273</b>	<b>44,349</b>	<b>\$255,060.00</b>	<b>51%</b>

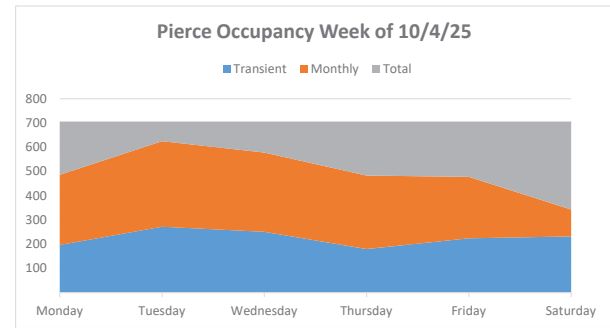
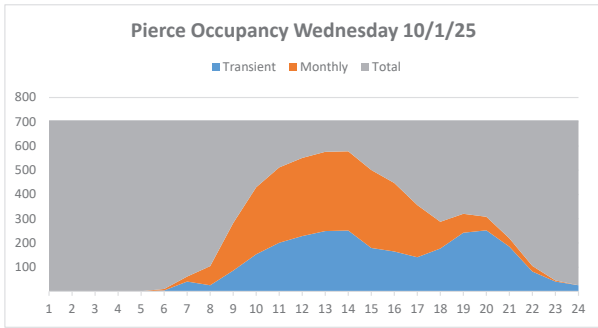
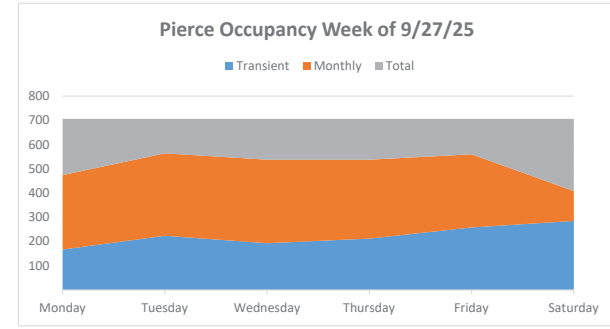
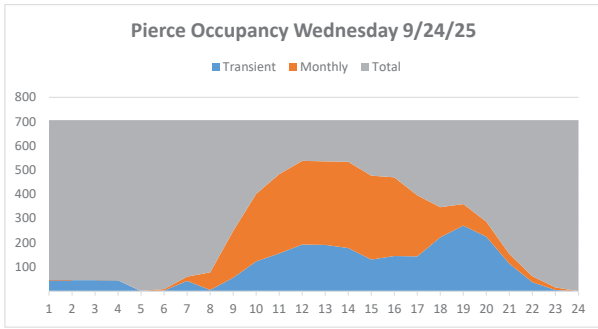
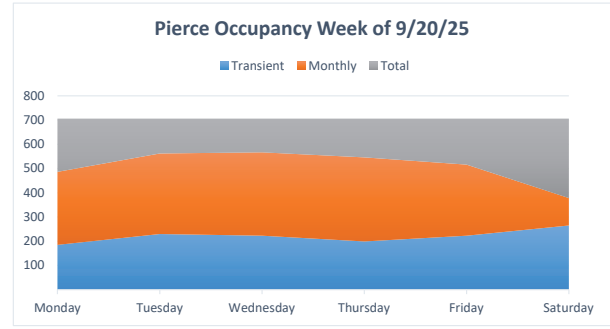
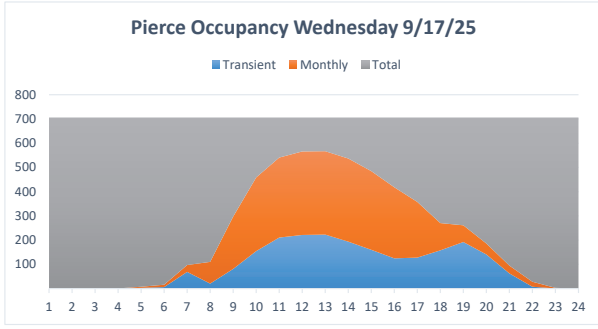
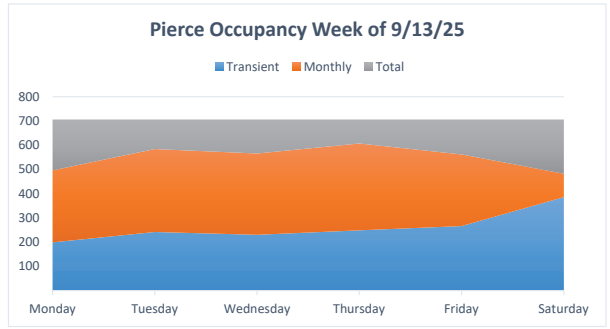
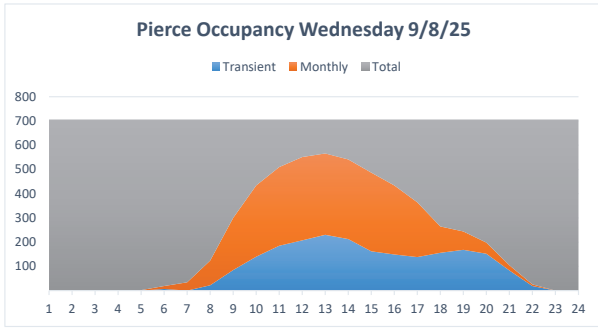
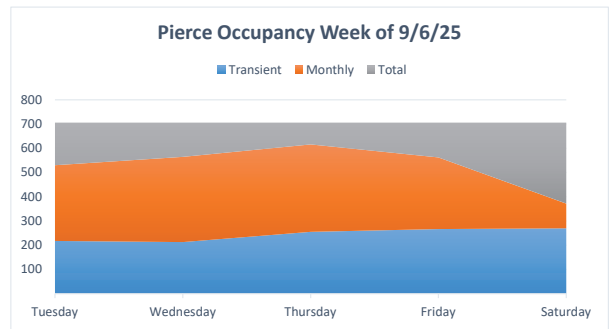
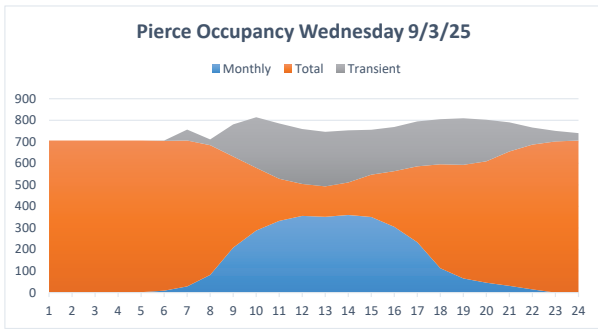
Paying cars	Rate per
2,932	\$6.30
6,105	\$6.55
11,454	\$5.96
8,354	\$5.49
13,079	\$6.30
	<b>\$6.12</b>



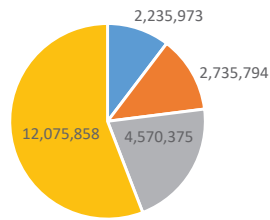






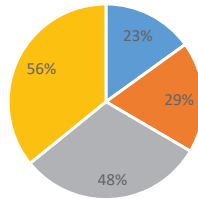


**September - Total Minutes - 9,542,142 out of 21,618,000**



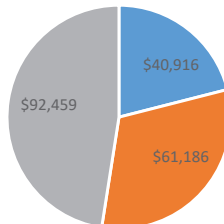
■ Cash ■ Credit Card ■ ParkMobile ■ Unused Minutes

**September - Total Minutes Used - 9,542,142 out of 21,618,000**



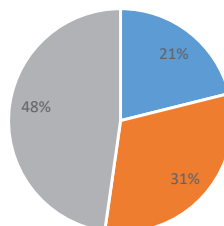
■ Cash ■ Credit Card ■ ParkMobile ■ Unused Minutes

**September Meters - Total Revenue**



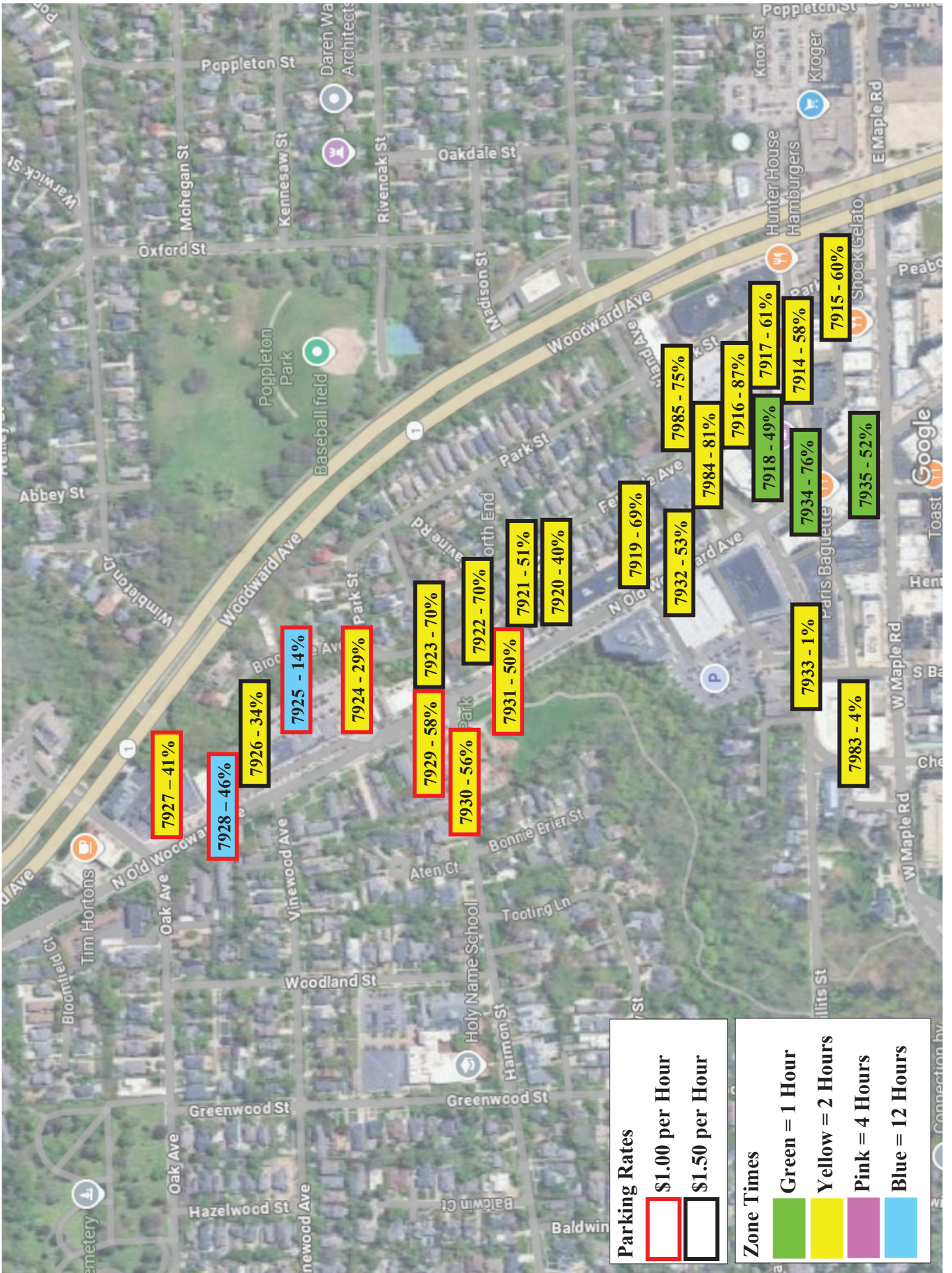
■ Cash ■ Credit Card ■ ParkMobile

**September Meters - % Total Revenue**



■ Cash ■ Credit Card ■ ParkMobile





# Birmingham Shopping District Attendance Record

Name of Board: Birmingham Shopping District

Year: 2025

Members Required for Quorum: 7

MEMBER NAME	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	SPEC MTG	SPEC MTG	Total Mtgs. Att.	Total Absent	Percent Attended Available
<b>REGULAR MEMBERS</b>																	
Jana Ecker	A	CP	P	A	P	A	A	P	P	P	P				6	4	60%
Beth Hussey	P	CP	P	P	P	P	P	P	P	P	A				9	1	90%
Zachery Kay	P	CP	P	P	P	P	P	P	P	P	P				10	0	100%
Jessica Lundberg	P	CP	P	P	P	AE	P	Ae	P	P	P				8	2	80%
Mike McKenzie	P	CP	A	P	P	P	P	P	Ae	Ae	A				6	4	60%
Amy Pohlod	P	CP	P	P	P	P	A	P	P	P	A				8	2	80%
Bill Roberts	P	CP	P	AE	P	P	P	P	P	P	P				9	1	90%
Minna Sharrak	NA	NA	NA	NA	A	P	P	P	P	P	P				6	1	86%
Sam Surnow	A	CP	P	A	P	P	P	P	P	P	P				8	2	80%
Michele Taddei	P	CP	P	P	P	P	P	P	P	P	P				10	0	100%
Sloane Wolf	P	CP	P	P	P	P	P	P	P	P	P				10	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				8	2	80%
Sarvy Lipari	P	CP	P	A	P	P	P	P	P	Ae	P				8	2	80%
Present or Available	8	10	9	7	10	9	9	10	10	10	8	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 2025

Month	BSD Board	Executive Committee	Business Development Committee	Maintenance and Capital Improvements Committee	Marketing and Advertising Committee	Special Events Committee	Tourism Advisory
January	*1/9/2025	*1/30/25	1/28/2025	*1/21/2025	1/8/2025	1/10/2025	
February	2/6/2025	2/26/2025	2/25/2025	2/11/2025	2/12/2025		
March	3/6/2025	3/26/2025	*3/18/25	3/11/2025	3/12/2025	*3/7/25	
April	4/3/2025	4/23/2025	*4/29/2025	*4/15/2025	4/9/2025	4/11/2025	4/10/2025
May	5/1/2025	5/28/2025	5/27/2025	5/13/2025	5/14/2025	5/9/2025	
June	6/5/2025	6/25/2025	6/24/2025	6/10/2025	6/11/2025	6/13/2025	
July	*7/10/25	7/23/2025	7/22/2025	7/8/2025	7/9/2025	7/11/2025	
August	8/7/2025	8/27/2025	8/26/2025	8/12/2025	8/13/2025	8/8/2025	
September	9/4/2025	*9/25/25	*9/16/25	9/9/2025	9/10/2025	9/12/2025	9/24/2025
October	*10/9/25	10/29/2025	10/28/2025	*10/27/25	*10/8/25	10/10/2025	
November	11/6/2025	11/26/2025	11/25/2025	*11/18/25	11/12/2025	11/14/2025	
December	12/4/2025	*12/17/25	*12/16/25	12/9/2025	12/10/2025	12/12/2025	

\*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 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