



**Birmingham Shopping District Agenda
Thursday, November 6, 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 – October 9, 2025 (pg. 8-11)
 - b. Approval of Vouchers – October 2025 (pg.12-13)
 - c. Absence Waiver – McKenzie, Fehan, Lipari
4. New Business
5. Presentations
6. Old Business
7. Reports
 - a. Committee Reports: (pg. 14-33)
 - 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. 34-35)
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

November 6, 2025

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

Finance Reports

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

Consent Agenda Items

Motion: To approve the consent agenda for November 6, 2025, as presented.

a. Minutes

Minutes from the October 9, 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 October 2025.

New Business

Presentations

Old Business

Executive Director Report

Special Events:

We wrapped up the Farmers Market season on Sunday, October 26, with the End of Season Celebration. Following the market, BSD staff hosted a Vendor Appreciation Potluck to recognize our vendors for their impact on the market throughout the season. This year, the Farmers Market attracted over 70,000 visitors and had significant interest from both vendors and sponsors.

The BirminghamBURGER competition received significant interest from both the community and participating restaurants. At the time of this report, there were over 5,500 ratings. The competition closes on October 31, 2025 and the winner will be announced on Monday, November 3, 2025.



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Upcoming Events:

- November 29: Small Business Saturday, Santa Walk (9:30 a.m.), Santa House, Carriage Rides, Free Hot Chocolate
- December 5-7, 2025: Winter Markt (Tree Lighting Ceremony on December 5 at 6 p.m.), Santa House, Carriage Rides
- December 13: Free Roasted Chestnuts
- December 20: Free Churros and Hot Chocolate
- Weekends November 29-December 24: Santa House and Carriage Rides

Budget Planning:

The City is beginning budget planning for fiscal year 2027 (July 1, 2026 – June 30, 2027). Bassett is currently conducting meetings with the various committee chairs to discuss initiatives and budgets before presenting a draft budget to the Executive Committee and BSD Board, in December.

Fund 235.0 PRINCIPAL SHOPPING DISTRICT

GL Number	Description	Balance
*** Assets ***		
235.0-000.000-005.0000	CASH AND INVESTMENTS	1,678,316.79
235.0-000.000-036.0000	MISCELLANEOUS	34,460.00
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		1,768,329.99
*** Liabilities ***		
235.0-000.000-202.0000	ACCOUNTS PAYABLE	34,405.14
235.0-000.000-255.0001	GIFT CERTIFICATES	600.00
235.0-000.000-362.0300	DEFERRED INFLOWS - MISCELLANEOUS I	35,917.45
235.0-000.000-362.0800	DEFERRED INFLOWS - DELQ SPECIAL AS	54,095.75
Total Liabilities		125,018.34
*** Fund Balance ***		
235.0-000.000-390.0000	RETAINED EARNINGS	1,580,290.34
Total Fund Balance		1,580,290.34
Beginning Fund Balance - 24-25		1,580,290.34
Net of Revenues VS Expenditures - 24-25		256,287.70
*24-25 End FB/25-26 Beg FB		1,836,578.04
Net of Revenues VS Expenditures - Current Year		(193,266.39)
Ending Fund Balance		1,643,311.65
Total Liabilities And Fund Balance		1,768,329.99

* Year Not Closed

PERIOD ENDING 09/30/2025

GL NUMBER	DESCRIPTION	ACTIVITY FOR						
		2024-25 AMENDED BUDGET	END BALANCE 06/30/2025	2025-26 AMENDED BUDGET	MONTH 09/30/25	YTD BALANCE 09/30/2025	% 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	10,747.77	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	10,747.77	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	6,056.54	12.91	0.00
INTEREST AND RENT		36,000.00	79,611.17	46,900.00	0.00	6,056.54	12.91	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	7,634.00	89,873.00	39.08	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	7,634.00	89,873.00	39.08	0.00
Total Dept 000.000		1,556,329.17	1,604,611.05	1,679,740.01	18,381.77	106,677.31	6.35	0.00
TOTAL REVENUES		1,556,329.17	1,604,611.05	1,679,740.01	18,381.77	106,677.31	6.35	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 09/30/2025

GL NUMBER	DESCRIPTION	ACTIVITY FOR						
		2024-25 AMENDED BUDGET	END BALANCE 06/30/2025	2025-26 AMENDED BUDGET	MONTH 09/30/25	YTD BALANCE 09/30/2025	% 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	6,405.63	16,252.33	26.95	0.00
235.0-441.005-702.0002	OVERTIME PAY	24,730.00	26,718.32	30,180.00	3,391.40	9,198.76	30.48	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	748.73	1,901.67	27.40	0.00
235.0-441.005-711.0002	HOSPITALIZATION	10,740.00	23,105.38	19,250.00	2,458.54	5,545.60	28.81	0.00
235.0-441.005-711.0003	LIFE INSURANCE	170.00	349.82	250.00	30.92	77.99	31.20	0.00
235.0-441.005-711.0004	RETIREE HEALTH CARE CONTRIBUTI	4,230.00	4,218.71	540.00	43.08	129.24	23.93	0.00
235.0-441.005-711.0005	DENTAL/OPTICAL	610.00	1,406.65	1,360.00	28.01	61.34	4.51	0.00
235.0-441.005-711.0006	ST/LT DISABILITY INSURANCE	600.00	828.20	850.00	89.36	221.62	26.07	0.00
235.0-441.005-711.0007	WORKER'S COMPENSATION	1,160.00	1,733.88	1,790.00	176.73	463.39	25.89	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	2,139.75	25.00	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	984.48	2,401.27	30.09	0.00
235.0-441.005-711.0013	RET HLTH SVGS CONTR EMPLR	670.00	2,622.58	1,480.00	265.40	665.62	44.97	0.00
PERSONNEL SERVICES		100,540.00	153,366.76	139,750.00	15,335.53	39,058.58	27.95	0.00
OTHER CHARGES								
235.0-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	36,190.00	39,802.76	37,100.00	5,015.54	15,355.89	41.39	0.00
OTHER CHARGES		36,190.00	39,802.76	37,100.00	5,015.54	15,355.89	41.39	0.00
Total Dept 441.005 - DOWNTOWN MAINTENANCE		136,730.00	193,169.52	176,850.00	20,351.07	54,414.47	30.77	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	26,878.60	71,980.63	20.74	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	2,005.63	5,369.86	20.13	0.00
235.0-720.000-711.0002	HOSPITALIZATION	70,710.00	45,853.30	57,140.00	4,008.00	9,619.20	16.83	0.00
235.0-720.000-711.0003	LIFE INSURANCE	580.00	944.03	610.00	72.34	195.32	32.02	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 09/30/2025

GL NUMBER	DESCRIPTION	ACTIVITY FOR						
		2024-25 AMENDED BUDGET	END BALANCE 06/30/2025	2025-26 AMENDED BUDGET	MONTH 09/30/25	YTD BALANCE 09/30/2025	% BDGT USED	ENCUMBERED YEAR-TO-DATE
Expenditures								
235.0-720.000-711.0006	ST/LT DISABILITY INSURANCE	1,050.00	1,039.74	1,100.00	79.68	215.14	19.56	0.00
235.0-720.000-711.0007	WORKER'S COMPENSATION	1,190.00	1,058.23	1,290.00	90.18	249.48	19.34	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	2,808.75	24.99	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	841.00	2,270.69	20.76	0.00
235.0-720.000-711.0013	RET HLTH SVGS CONTR EMPLR	1,830.00	(2,045.73)	1,820.00	140.00	378.00	20.77	0.00
PERSONNEL SERVICES		450,200.00	416,673.50	461,140.00	35,051.68	93,087.07	20.19	0.00
OTHER CHARGES								
235.0-720.000-801.0200	LEGAL SERVICES	3,000.00	2,215.00	4,500.00	0.00	0.00	0.00	0.00
235.0-720.000-802.0100	AUDIT	740.00	750.00	800.00	0.00	0.00	0.00	0.00
235.0-720.000-811.0000	OTHER CONTRACTUAL SERVICE	50,000.00	2,122.01	10,000.00	0.00	0.00	0.00	0.00
235.0-720.000-813.0000	ADMINISTRATIVE SERVICES	0.00	0.00	30,930.00	2,577.50	5,155.00	16.67	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	149.76	299.52	17.12	0.00
235.0-720.000-881.0000	MARKETING & ADVERTISING	191,597.01	163,313.64	201,750.01	14,021.29	44,757.72	58.19	72,640.00
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	519.74	1,013.07	11.04	6,630.00
235.0-720.000-888.0000	SPECIAL EVENTS	259,050.00	263,998.97	301,250.00	54,778.05	71,361.44	37.41	41,333.39
235.0-720.000-901.0000	PRINTING & PUBLISHING	67,500.00	25,519.98	61,000.00	3,750.00	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	0.00	423.38	17.47	28,527.00
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	12,412.50	25.00	0.00
235.0-720.000-944.0000	BUILDING OR FACILITY RENT	12,000.00	12,000.00	12,000.00	1,000.00	2,000.00	16.67	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	21.00	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	1,500.00	25.00	0.00
235.0-720.000-960.0400	LIABILITY INSURANCE	5,170.00	5,169.96	5,380.00	448.33	1,344.99	25.00	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	81,903.17	152,338.62	36.25	223,330.39
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	10.50	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
SUPPLIES		4,500.00	4,058.19	5,300.00	10.50	103.54	1.95	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

PERIOD ENDING 09/30/2025

GL NUMBER	DESCRIPTION	2024-25		2025-26		ACTIVITY FOR	YTD BALANCE	% BDGT	ENCUMBERED
		AMENDED BUDGET	END BALANCE 06/30/2025	AMENDED BUDGET	MONTH 09/30/25	09/30/2025			
Expenditures									
Total Dept 720.000 -	PRINCIPAL SHOPPING DISTRICT	1,419,599.17	1,155,153.83	1,502,890.01	116,965.35	245,529.23	31.20	223,330.39	
TOTAL EXPENDITURES		<u>1,556,329.17</u>	<u>1,348,323.35</u>	<u>1,679,740.01</u>	<u>137,316.42</u>	<u>299,943.70</u>	<u>31.15</u>	<u>223,330.39</u>	
TOTAL REVENUES - FUND 235.0		1,556,329.17	1,604,611.05	1,679,740.01	18,381.77	106,677.31	6.35	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>137,316.42</u>	<u>299,943.70</u>	<u>31.15</u>	<u>223,330.39</u>	
NET OF REVENUES & EXPENDITURES		0.00	256,287.70	0.00	(118,934.65)	(193,266.39)	100.00	(223,330.39)	

City of Birmingham
Birmingham Shopping District Meeting Minutes
Thursday, October 9, 2025 - 8:00 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held on Thursday, October 9, 2025, at 8:05 a.m. at The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Ecker, Hussey, Kay, Lundberg, Pohlod, Roberts, Sharrak, Surnow, Taddei, Wolf

ABSENT: McKenzie, Director Emeritus Fehan, Secretary Lipari

ADMINISTRATION: Bassett

GUEST(S): Hockman, representatives from Coldwell Banker and Legacy Jewelry

2. RECOGNITION OF VISITORS

3. FINANCE REPORT – BASSETT

Bassett reviewed income and expense report and reported that the budget continues to track well. The BSD continues to watch expenses closely, especially those associated with downtown maintenance. BSD employee costs are a little lower than budgeted, but that will increase a bit during the holidays.

Bassett reported that the fund balance typically starts higher in the year and goes down as the year continues until the BSD starts collecting assessments after the first of the year.

The BSD has been able to save some costs on special events by asking other departments to audit their expenses and what they have traditionally charged to the BSD. Costs for the Cruise Event decreased by approximately \$10,000.

4. APPROVAL OF CONSENT AGENDA

Consent agenda consisted of the:

- a. Approval of the BSD Board minutes from September 4, 2025;
- b. Approval of vouchers – September 2025
- c. Absence Waivers – McKenzie

MOTION: Motion by Kay, seconded by Ecker, to approve the BSD Board minutes from September 4, 2025, vouchers from September 2025, and absence waiver for McKenzie.

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

Nays: none

Absent: McKenzie

Motion passed.

5. NEW BUSINESS

a. Sunbelt Contract

Bassett explained that Sunbelt has been the BSD's supplier of power for Winter Markt for several years. They are in the government cooperative purchasing agreement. The BSD included a small buffer above the quoted amount to allow for any last minute additional power needs, especially since the layout will be a little different this year.

MOTION: Motion by Kay, seconded by Hussey, to approve the contract with Sunbelt for electricity for the Winter Markt event, total payment not to exceed \$27,331.

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

Nays: none

Absent: McKenzie

Motion passed.

6. PRESENTATIONS

a. Business Anniversary Recognition

Bassett welcomed guests from businesses celebrating milestone anniversaries and gave a brief explanation of the Birmingham Shopping District.

Pohlod recognized Legacy Jewelry for being in business in Birmingham for 25 years and Coldwell Banker for being in business for 75 years in downtown Birmingham. She thanked their representatives for their dedication to the Birmingham community.

She also recognized the Birmingham Tailor and the Willits Building for 25 years and Max Brook Realtor for 75 years of business in Birmingham.

7. OLD BUSINESS

8. REPORTS

a. COMMITTEE REPORTS

SPECIAL EVENTS - KAY

Kay reported that Art Walk went well. Hussey added that people enjoyed having live music at Hazel's.

The committee reviewed the calendar of events for 2026. They also discussed holiday events and would like to give gift cards directly to the teachers from the Birmingham Public Schools who bring choirs to perform at the event.

The BirminghamBURGER event started at the beginning of the month. It is going well.

MARKETING & ADVERTISING - LUNDBERG

Lundberg shared that the committee looked at the influencer project and talked about the holiday spread for City Lifestyle magazine.

The Marketing Committee also had a joint meeting with the Business Development Committee to discuss how to best promote the City and businesses and to recruit new businesses to open locations within Birmingham.

During the October committee meeting the group discussed social media and the possibility of working with an outside company to manage the BSD's accounts. Pohlod added that in the past, we had mixed results with outsourcing social media, but as times change, it is something that we should consider again. We could have training for our internal team or outsource it. If we increase followers this year, how will we keep them engaged in the future?

A small group will look into the budget to see how we might be able to reallocate funds to be able to pay an outside company to manage our social media. Surnow suggested that there might be funds available in the Business Development budget to help with social media management.

MAINTENANCE/CAPITAL IMPROVEMENTS - POHLOD

Pohlod reported that the committee discussed what is involved with bringing back the lights over Merrill Street. Bassett shared that the BSD might purchase the lights and then have the contractor work with the building owners directly for the installation. She has heard from property owners that they would like to have the lighting return.

Work continues on planning for the Willits alley project.

Pohlod shared that Nick's Maintenance still has the chandeliers that used to hang on North Old Woodward during the holidays. They may be able to use them in the alley, if they restring them. BSD asked Nick's Maintenance to continue to store them until the committee decides if they can be repurposed.

BUSINESS DEVELOPMENT - SURNOW

Surnow shared that the joint committee meeting was very helpful and that he thinks that there should be more collaboration between the two groups and that some committee members, maybe the board members, should be on both committees.

Pohlod agreed that more joint committee meetings would be a good idea.

EXECUTIVE COMMITTEE REPORT – POHLOD

The committee reviewed the downtown guide. It will be presented to the board soon.

b. WAYFINDING

No meeting held.

c. ADVISORY PARKING COMMITTEE

Taddei shared that they are continuing to look into upgrades to the Peabody Garage. It looks like they will not lose as many parking places as they originally thought they would.

He also reviewed a report showing parking meter usage.

d. EXECUTIVE DIRECTOR REPORT

Bassett reported that Movie Nights were very popular this year and sponsorships exceeded our goal. Farmers Market has had very high attendance this year. The Art Walk was successful. We are continuing to get feedback from participating locations. The addition of live music was well received.

The BirminghamBURGER is off to a good start. Tourism Advisory Group met in September.

The police department is looking into adding more signage to mid-block crosswalks to help make it safer for pedestrians.

Office renovations are currently taking place. Wallpaper is being removed. The walls will be painted and new carpet installed.

Board members shared that they are enjoying attending the Farmers Market. They like the variety of vendors, the kids' crafts, and the food selection. Several mentioned that they are attending on a weekly basis. It has become a social gathering place for Sundays.

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 – 9:40 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: 11/06/2025

Early Release Vendor	Description	Account	Amount
AMAZON CAPITAL SERVICES INC	MISC FARMERS MARKET SUPPLIES	SPECIAL EVENTS	239.31
ART/DESIGN GROUP LTD	ARTWORK FOR HOLIDAYS	MARKETING & ADVERTISING	427.50
BAKEHOUSE 46	BUSINESS ANNIVERSARY GIFTS	TENANT RECRUITMENT	87.70
BEIER HOWLETT P.C.	MISC LEGAL FEES	LEGAL SERVICES	651.75
BILLY JOE HOWARTH	SANTA PERFORMANCE PAY 1 OF 3	SANTA PERFORMANCE	1,054.17
BRITTEN, INC.	BANNERS	MARKETING & ADVERTISING	1,040.97
CAR TRUCKING INC	DUMPSTER SERVICES FOR EVENTS	DUMPSTER FOR FARMERS MARKET	125.35
CHAT GPT	MONTHLY SUBSCRIPTION	MARKETING & ADVERTISING	20.00
CLEAR CUT ICE	ICE CARVING WM	SPECIAL EVENTS	1,800.00
DANIEL SUTTKUS	SANTA PERFORMANCE PAY 1 OF 3	SPECIAL EVENTS	1,150.00
DETROIT EVENT COMPANY LLC	PERFORMANCE AT WINTER MARKET PAY 2 OF 2	SPECIAL EVENTS	700.00
DOWNTOWN PUBLICATIONS INC	ADVERTISING FOR DAY ON THE TOWN, BIRMINGHAMBURGER, HOLIDAY AND FARMERS MARKET	DAY ON THE TOWN	700.00
FACEBOOK/META	BUSINESS ANNIVERSARY POSTS	TENANT RECRUITMENT	198.56
FAIR-WAY TILE & CARPET, INC.	NEW CARPET FOR OFFICE	OTHER CONTRACTUAL SERVICE	1,725.00
FAIRYTALE ENTERTAINMENT PARTYS INC	ENTERTAINMENT FOR SMALL BIZ SATURDAY 11/29	SPECIAL EVENTS	834.00
FUSILIER FAMILY FARM & GREENHOUSE	PUMPKINS FOR END OF SEASON CELEBRATION	SPECIAL EVENTS	835.00
IHEART MEDIA	ADVERTISING FOR DAY ON THE TOWN, BIRMINGHAMBURGER	BIRMINGHAMBURGER	3,659.98
ISABEL WALLACE	PERFORMANCE AT WINTER MARKET	SPECIAL EVENTS	225.00
JAIMI BROOK	MISC FARMERS MARKET SUPPLIES	SPECIAL EVENTS	84.72
LAS CONCHAS LLC	VENDOR FOR HOLIDAYS 12/20	SPECIAL EVENTS	1,000.00
MAIN STREET AMERICA	ANNUAL SUBSCRIPTION	MEMBERSHIPS AND DUES	295.00
MELINDA COMERFORD	MISC BUSINESS ANNIVERSARY	TENANT RECRUITMENT	5.29
MICHAEL LAFEVER	CHESTNUTS AT HOLIDAY EVENT 12/13	SPECIAL EVENTS	1,550.00
NEWTONS SOLUTIONS LLC	REMOVE WALLPAPER AND PAINT OFFICE	OTHER CONTRACTUAL SERVICE	2,450.00
PAPA JOE'S MARKET	MISC SUPPLIES FOR SPECIAL EVENTS	SPECIAL EVENTS	74.39

Birmingham Principal Shopping District Board

Voucher List For: 11/06/2025

Early Release Vendor	Description	Account	Amount
PARTY DREAMS RENTAL INC	BRRMINGHAM BLAST TENT RENTAL PAY 2 OF 2	BRRMINGHAM BLAST TENT RENTAL	37,610.99
SOCIAL PILOT	SOCIAL MEDIAL PLATFORM	MARKETING & ADVERTISING	510.00
TIFFANY FLORIST	MISC SUPPLIES FOR ARTWALK	SPECIAL EVENTS	123.91
TOP HAT & TAILS CARRIAGE CO INC	CARRIAGE RIDES PAY 1 OF 2	CARRIAGE RIDES	6,125.00
UNTIED ON WOODWARD	BUSINESS ANNIVERSARY GIFTS	TENANT RECRUITMENT	80.56
Total:			\$ 65,384.15

Journal Entries		
Employee Parking		\$ 500.00
City of Birmingham - Movie Nights final costs		4,970.77
City of Birmingham - Movie Nights Special Event app fee		165.00
Dog Waste Depot - dog waste bags		435.83
City of Birmingham - Postage		10.04
Total Journal Entries		\$ 6,081.64
TOTAL VOUCHERS AND JOURNAL ENTRIES		\$ 71,465.79

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

Board Chair _____ **Date** _____

Special Events Committee Meeting Minutes
151 Martin Street, Conference Rooms 202 & 203
October 10, 2025, at 8:30am

Z. Kay called the meeting to order at 8:30 a.m.

In Attendance: K. Cummings, B. Hussey, Z. Kay, D. Lilley S. Lipari

Staff: E. Bassett, J. Brook, S. Bahnsen

Guests:

Absent: R. Astrein, D. Fehan

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

Public Comment: None

Art Walk Wrap-Up

The committee reviewed feedback from stores that participated in the Art Walk. Although not all stores or artists had sales, the stores had positive feedback and said that they would participate in the event again next year.

After confirming the proposed date with VanGelderren, the committee decided to put Art Walk on the City's 2026 calendar on Thursday, September 17th.

Holidays

Brook shared that KW Domain will be sponsoring Tree Lighting and returning as presenting sponsor for Movie Nights. The committee discussed possible package options.

Brook reported that she heard from Christ Child that they will not be able to host a beer tent at Winter Markt this year. The committee decided that one beer tent, hosted by The Community House, would be enough this year.

Since funds remain in the BSD's Yiftee account, for Birmingham Bucks, the committee agreed that the BSD should cover service fees for those choosing to purchase Birmingham Bucks during the holiday season.

Night Market

The committee discussed the possibility of adding an evening market to the schedule in 2026. They would like to try one on a Thursday or Saturday from 5-9 p.m. in Lot 6 or on Merrill Street. Brook will look into logistics and feasibility.

NEXT MEETING: Friday, November 14, 2025, at 8:30 a.m.

Marketing and Advertising Committee Meeting Minutes

151 Martin Street, Commission Room

October 8, 2025

In Attendance: J. Lundberg, Z. Kay, A. Pohlod, S. Wolf, C. Quezada, E. Bassett

Absent: B. Boucher, E. Miller, S. Hunter

Public/Guest: None

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

Approval of Minutes:

Motion by Kay, seconded by Wolf, to approve the minutes dated September 10, 2025. All ayes, motion approved.

Public Comment: None

Holiday Gift Guide

Bassett reported that the Birmingham City Lifestyle Gift Guide project is underway. Bassett met with their social media team on the influencer project related to the launch of the Holiday Gift Guide in the December edition of the magazine.

Social Media Special Project Proposals

Bassett shared three social media management/content creation proposals with the committee. The committee discussed the potential for a special project partnership to become more long-term, and the need to evaluate that during budget planning for the upcoming fiscal year. Bassett advised that she would circulate an evaluation sheet to both the marketing and business development committees.

HOUR Media Proposal

The committee reviewed the revised HOUR Media proposal, which includes sponsored content articles and social media posts highlighting various business segments throughout the year. Motion by Pohlod, seconded by Wolf to approve the proposal as presented. All ayes, motion approved.

Social Media Influencer Project

Bassett provided an update to the committee. The final project will highlight the holiday atmosphere in Downtown Birmingham, focusing on a hotel stay, carriage ride/activities, and retail shops.

Meeting ended at 9:30 a.m.

NEXT MEETING: November 12, 2025, at 8:30 a.m.

Maintenance/Capital Improvement Committee Meeting Minutes
151 Martin Street Conference Rooms 202 & 203
October 27, 2025

Members in Attendance: Sarvy Lipari (Chair), Michele Taddei, Amy Pohlod, Doug Fehan,
Members Absent: Bill Roberts, Steve Quintal
Staff Present: Erika Bassett, Melinda Comerford, Brad McNab, Carrie Laird
Guests: Nicholas Dupuis, Summer Aldred-Arens

Chairperson Lipari called the meeting to order at 8:36 a.m.

Approval of Minutes: Motion by Fehan, seconded by Taddei, to approve the minutes dated September 9, 2025. All ayes, motion passed.

Public Comment: No public comment.

Merrill Lighting

Bassett reported that she held preliminary meetings with both the Plaza and Merrillwood building property management teams, and both expressed interest in having the lights installed. Bassett met with Nick Bianchi from Nick's Maintenance to develop a system to string the lights. The BSD's role is project coordination and equipment management, and the property owners would each need separate installation agreements with the contractor.

Hanging Basket Watering

Bassett reported that she received a quote from Nick's Maintenance for hanging basket watering. The quote is higher than what DPS charges. Bassett will meet with Nick to discuss long term pricing and report back to the committee so they can decide if they want to outsource it or continue to use DPS.

Willits Alley Planning

Bassett presented the Willits Alley framework provided by Oakland County through the Design Assistance Program. The committee and guests from the planning department discussed the overall framework, offering suggestions to start with façade improvements, dumpster screening and lighting/planters. Bassett to meet with the County team to discuss the committee's suggestions and define next steps.

Holiday Lighting

Laird reported that they are on track to be up by Thanksgiving.

Light Pole Banners

DPS will be taking down the Farmers Market banners and replacing them with the Holiday banners in the next few weeks.

The meeting adjourned at 9:42 a.m.

Next Meeting: Tuesday, November 18, 2025, at 8:30 a.m.

**Business Development & Advertising & Marketing Committee
151 Martin Street, Conference Room 202
October 28, 2025, at 8:30 a.m.**

No meeting held due to lack of quorum.

DRAFT

NEXT MEETING DATE – November 25, 2025, at 8:30 a.m.

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

NOVEMBER 2025

Office Occupancy Rate 87%

Retail Occupancy Rate 97%

Name of Business	Property Address	Street Name	Notes	Date of notification	Scheduled to Open/Moved/Opened in last 12 months
Rag & Bone	110	Old Woodward, South	Apparel	10/20/25	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
e Fiore	115	Willits Street	Dining	10/13/25	Scheduled to Open
MyBody	912	Old Woodward, South, Suite 200	Medical	10/01/25	Scheduled to Open
Redvanly	203	Maple Road, East	Mens Apparel	09/30/25	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
FS8	34000	Woodward Avenue	Health & Fitness	08/25/25	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
Elsa Arms, Estate & Couture	34164	Woodward Avenue, Suite 309	Furniture & Apparel	07/02/25	Scheduled to Open
Highline Trading	135	Old Woodward, North	Jeweler	06/17/25	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
mane collab	730	Old Woodward, North	Salon	06/17/25	Scheduled to Open
Ideal Medical Massage	630	Old Woodward, North, Suite 303	Medical	06/17/25	Scheduled to Open
VITAstir	251	Merrill Street, East, Suite 202	Medical	06/12/25	Scheduled to Open
RH Gallery	300	Old Woodward, South	Home Furnishings	10/29/24	Scheduled to Open
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

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

NOVEMBER 2025

Office Occupancy Rate 87%

Retail Occupancy Rate 97%

Name of Business	Property Address	Street Name	Notes	Date of notification	Scheduled to Open/Moved/Opened in last 12 months
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
Revive Wellness & Skin Spa	1010	Bowers Street	Salon/Spa	03/13/25	Opened
La Pecora Nera	135	Pierce Street	Deli	03/11/25	Opened

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

NOVEMBER 2025

Office Occupancy Rate 87%

Retail Occupancy Rate 97%

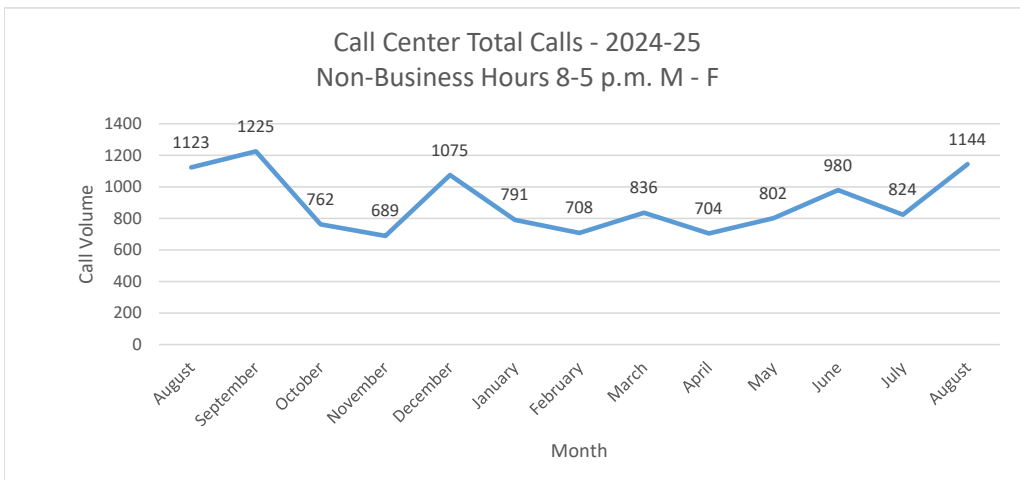
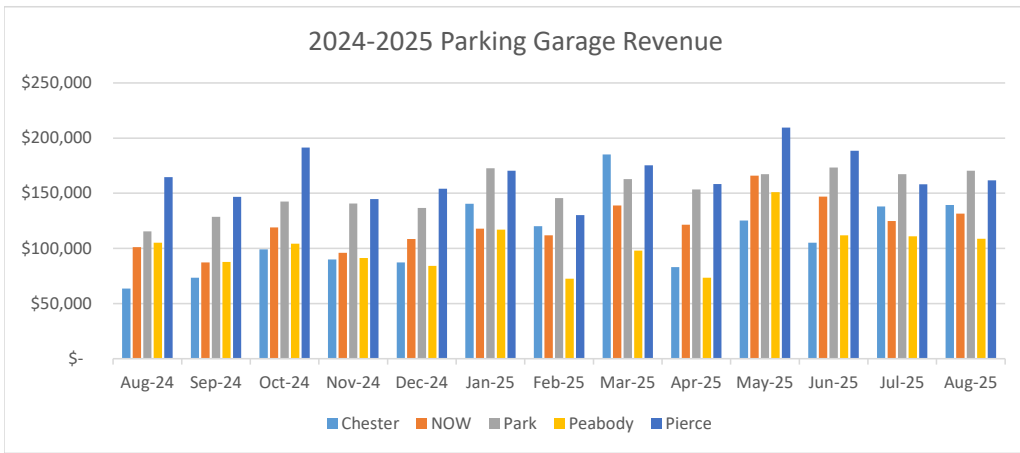
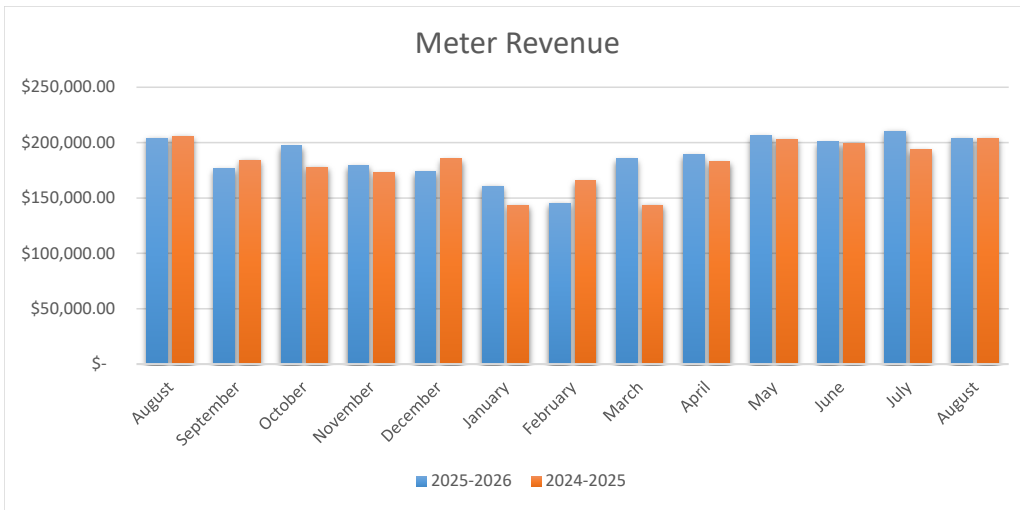
Name of Business	Property Address	Street Name	Notes	Date of notification	Scheduled to Open/Moved/Opened in last 12 months
Air Sculpt	555	Old Woodward, South, Suite 500	Medical	03/11/25	Opened
Teuta	168	Maple Road, West	Dining	03/10/25	Opened
Daycap	930	Maple Road, East	Deli	01/22/25	Opened
Marrow	283	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
Bell Bistro	185	Old Woodward, North	Dining	11/06/24	Opened

**Executive Committee
151 Martin Street, Conference Room 202
October 29, 2025, at 8:30 a.m.**

No meeting held due to lack of agenda items.

DRAFT

NEXT MEETING DATE – November 26, 2025, at 8:30 a.m.



MONTHLY PARKING PERMITS SOLD					
	Chester	N. Old Woodward	Park	Peabody	Pierce
Unreserved	1192	990	1013	544	858
Evening	10	15	9	11	26
Total	1202	1005	1022	555	884

Auguat Call Center Breakdown

Facility	(All)
Row Labels	Count of Start
02-Credit Card Payment	95
03-Cash Payment	15
04-Invalid Ticket / Ticketless Options	105
05-Invalid Validation	8
06-Assistance On Site	9
07-Lost Ticket	69
08-Ghost Call	279
09-Vendor	8
10-Receipt	8
11-Equipment Issue	210
13-Monthly	108
15-3rd Party APP	1
16-Network - Audio/Video Issue	87
17-Insufficient Funds	13
24-General Information	52
25-Previous Call Vend	3
(blank)	75
Grand Total	1145

Facility	City of Birmingham Michigan - Chester St Garage
Row Labels	Count of Start
02-Credit Card Payment	4
03-Cash Payment	2
04-Invalid Ticket / Ticketless Options	6
05-Invalid Validation	1
07-Lost Ticket	8
08-Ghost Call	17
10-Receipt	6
11-Equipment Issue	1
13-Monthly	20
16-Network - Audio/Video Issue	6
17-Insufficient Funds	1
24-General Information	4
(blank)	2
Grand Total	78

Facility	City of Birmingham Michigan - Old North Woodward
Row Labels	Count of Start
02-Credit Card Payment	15
03-Cash Payment	3
04-Invalid Ticket / Ticketless Options	34
05-Invalid Validation	2
06-Assistance On Site	2
07-Lost Ticket	17
08-Ghost Call	72
09-Vendor	6
11-Equipment Issue	30
13-Monthly	17
16-Network - Audio/Video Issue	17
17-Insufficient Funds	2
24-General Information	27
25-Previous Call Vend	1
(blank)	21
Grand Total	266

Facility	City of Birmingham Michigan - Park St. Garage
Row Labels	Count of Start
02-Credit Card Payment	20
03-Cash Payment	6
04-Invalid Ticket / Ticketless Options	16
05-Invalid Validation	2
07-Lost Ticket	12
08-Ghost Call	41
10-Receipt	2
11-Equipment Issue	5
13-Monthly	17
16-Network - Audio/Video Issue	15
17-Insufficient Funds	4
24-General Information	5
25-Previous Call Vend	1
(blank)	10
Grand Total	156

Facility	City of Birmingham Michigan - Peabody Garage
Row Labels	Count of Start
02-Credit Card Payment	18
03-Cash Payment	2
04-Invalid Ticket / Ticketless Options	19
05-Invalid Validation	3
07-Lost Ticket	7
08-Ghost Call	37
11-Equipment Issue	50
13-Monthly	9
16-Network - Audio/Video Issue	15
17-Insufficient Funds	1
24-General Information	4
25-Previous Call Vend	1
(blank)	9
Grand Total	175

Facility	City of Birmingham Michigan - Pierce Garage
Row Labels	Count of Start
02-Credit Card Payment	38
03-Cash Payment	2
04-Invalid Ticket / Ticketless Options	30
06-Assistance On Site	7
07-Lost Ticket	25
08-Ghost Call	112
09-Vendor	2
11-Equipment Issue	124
13-Monthly	45
15-3rd Party APP	1
16-Network - Audio/Video Issue	34
17-Insufficient Funds	5
24-General Information	12
(blank)	33
Grand Total	470

FREE PARKING REPORT

July 2025

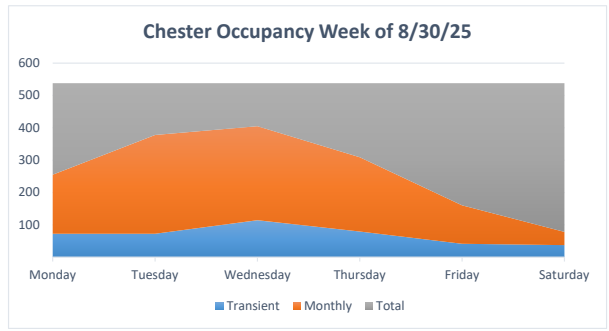
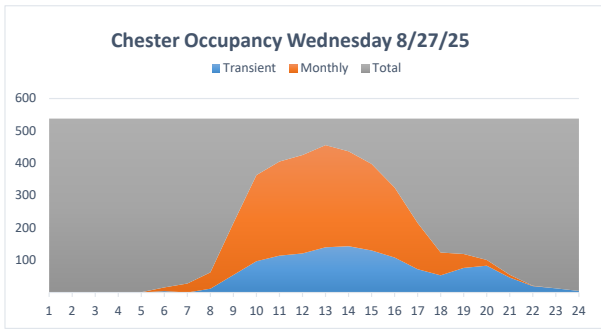
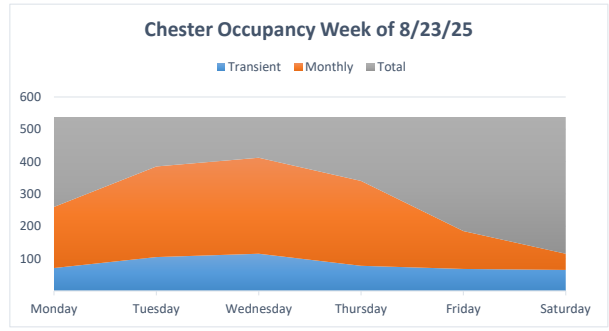
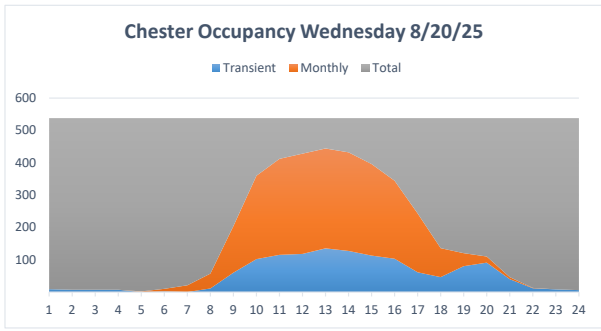
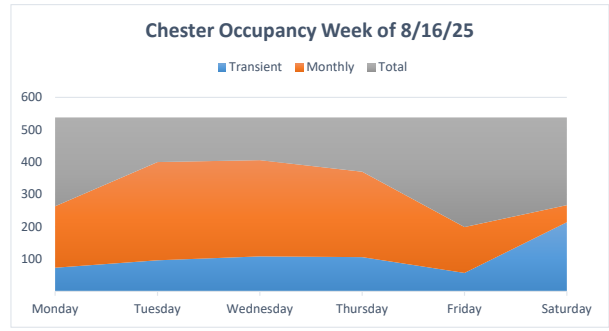
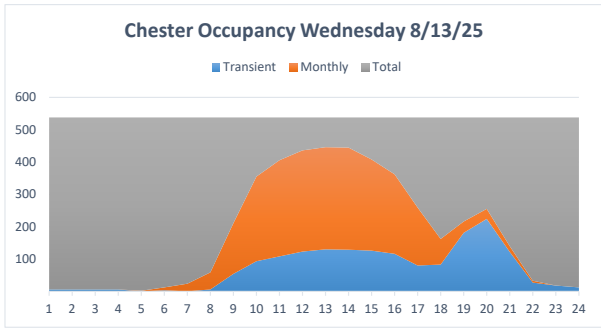
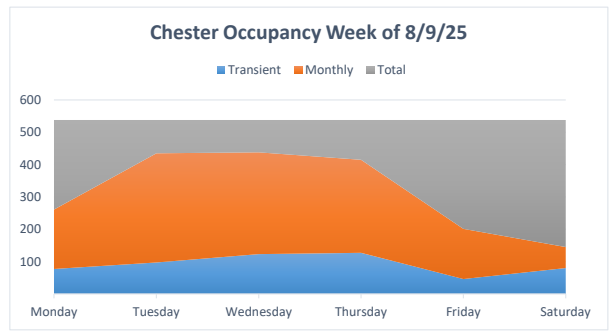
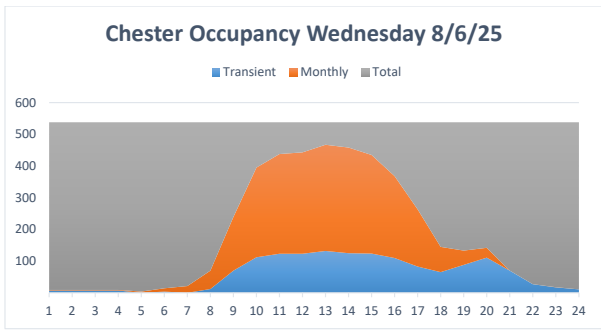
GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE VEHICLES
CHESTER	6,083	3,082	\$19,806.00	51%
OLD WOODWARD	14,987	7,526	\$47,274.00	50%
PARK	25,111	11,338	\$75,177.00	45%
PEABODY	22,229	12,652	\$51,700.00	57%
PIERCE	23,697	11,207	\$75,786.00	47%
TOTALS	92,107	45,805	\$269,743.00	50%

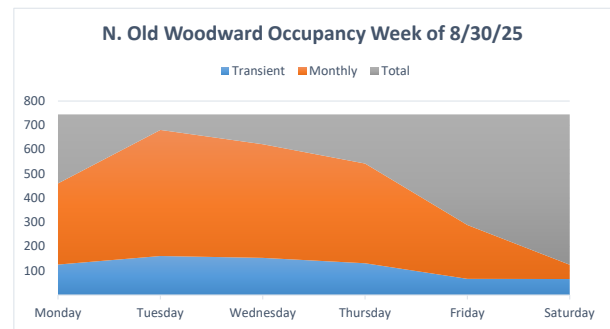
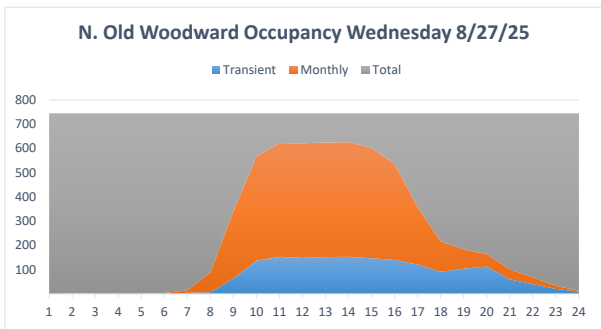
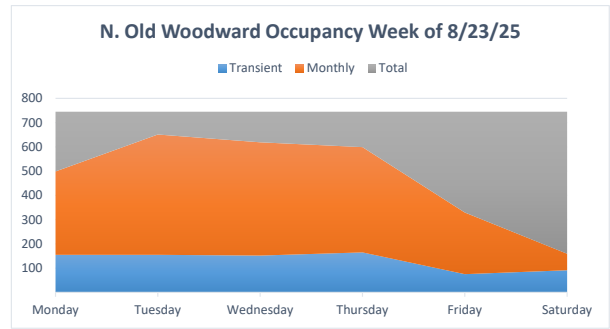
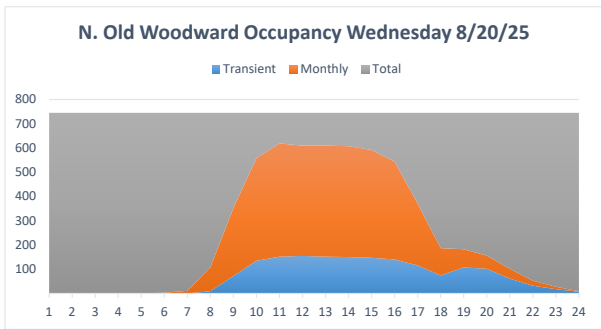
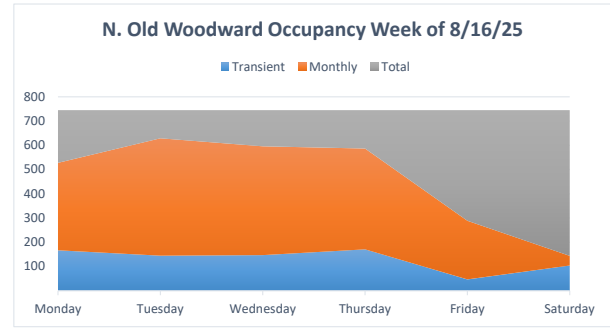
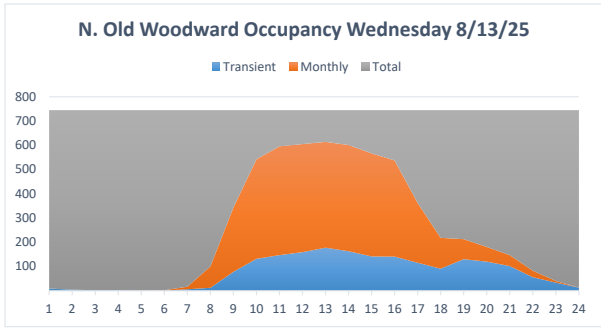
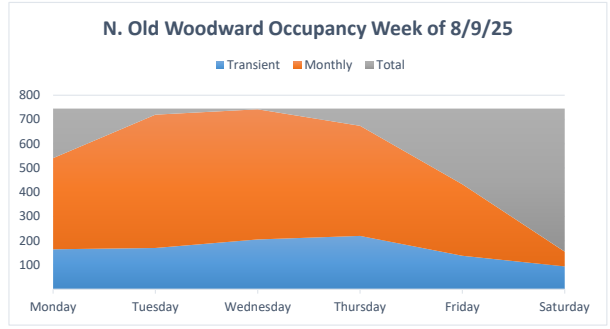
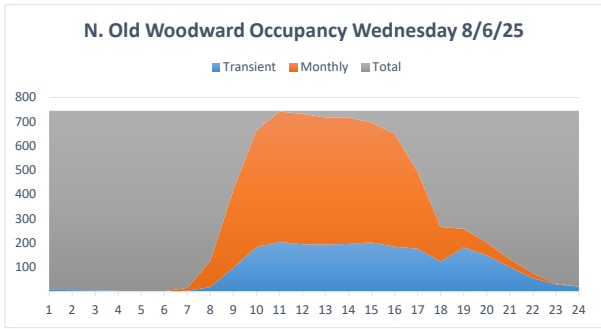
Paying cars	Rate per
3,001	\$6.60
7,461	\$6.34
13,773	\$5.46
9,577	\$5.40
12,490	\$6.07
	\$5.97

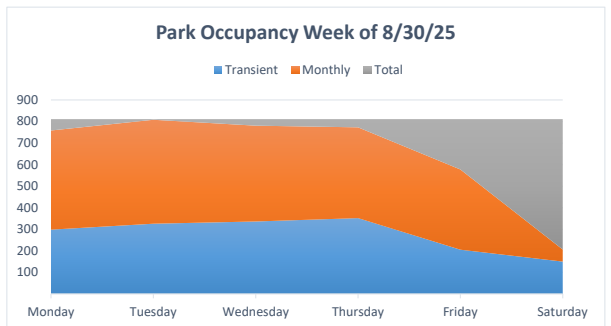
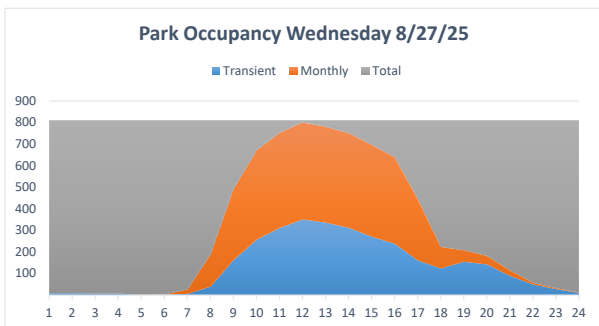
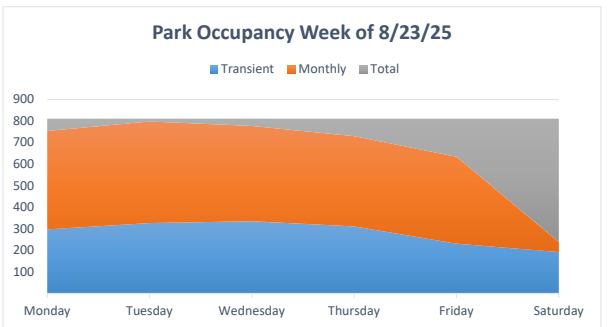
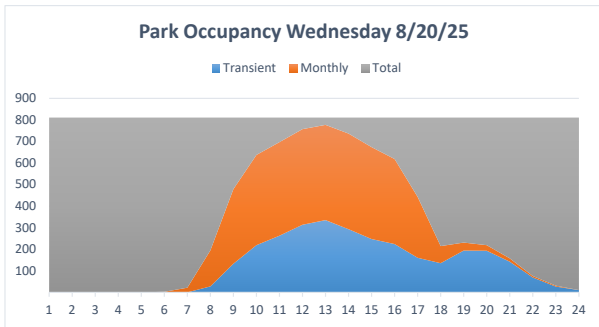
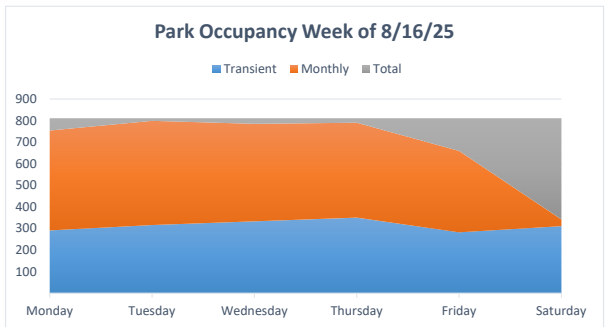
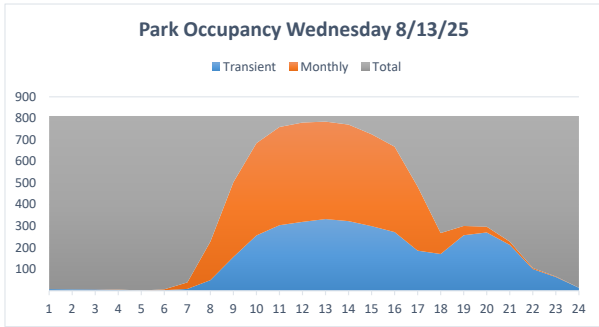
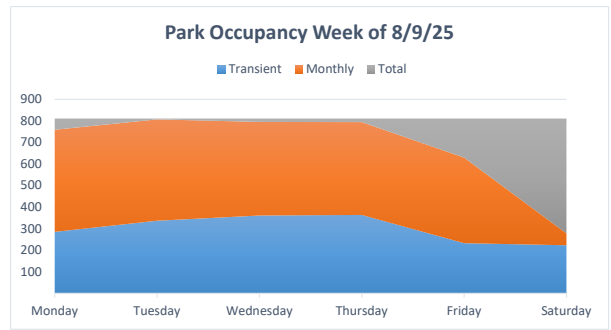
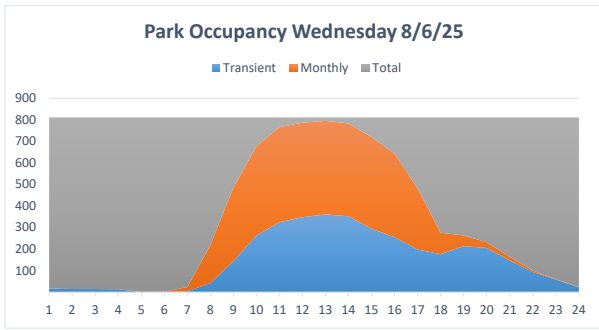
August 2025

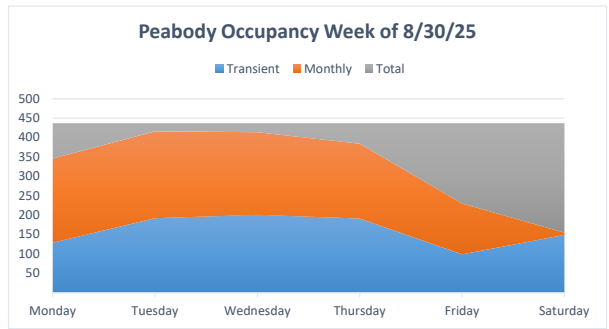
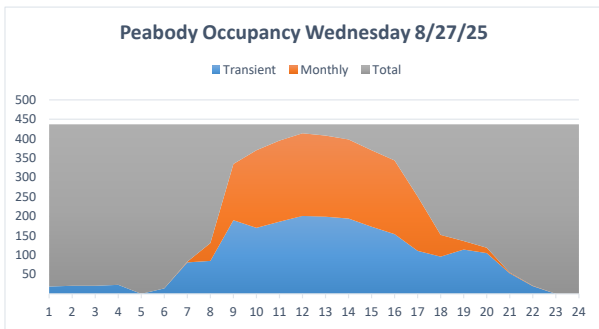
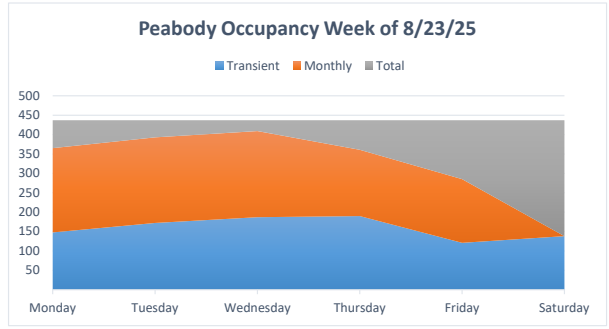
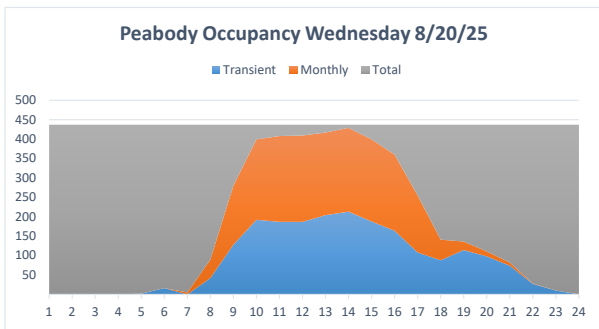
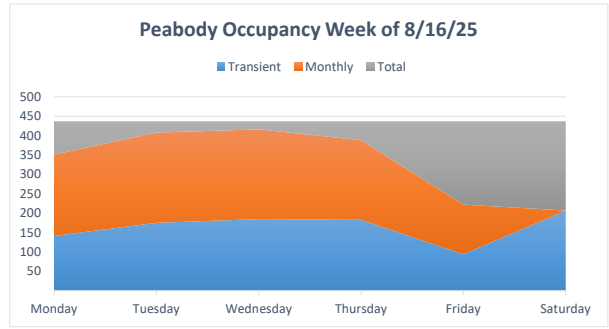
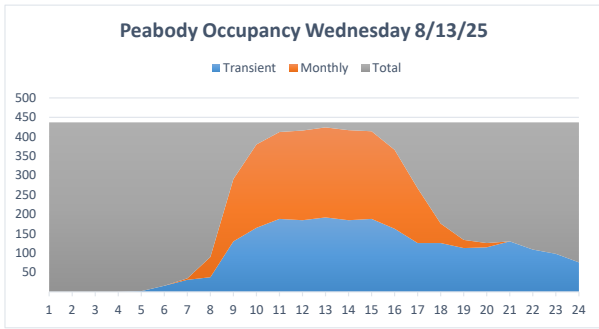
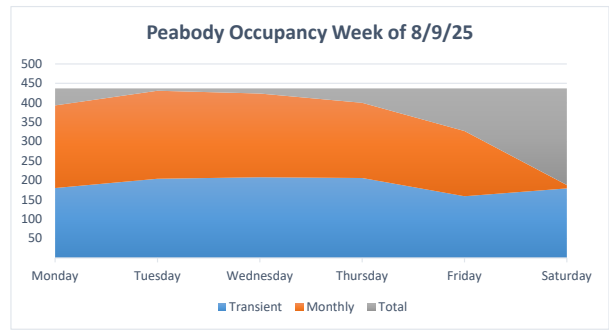
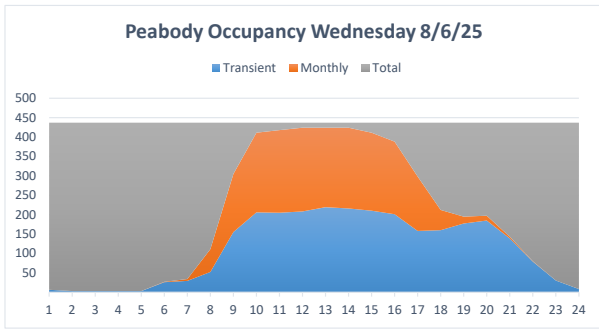
GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE VEHICLES
CHESTER	7,702	4,076	\$21,258.00	53%
OLD WOODWARD	13,691	7,069	\$41,870.00	52%
PARK	26,829	13,354	\$74,800.00	50%
PEABODY	23,187	13,799	\$49,908.00	60%
PIERCE	26,003	12,363	\$83,048.00	48%
TOTALS	97,412	50,661	\$270,884.00	52%

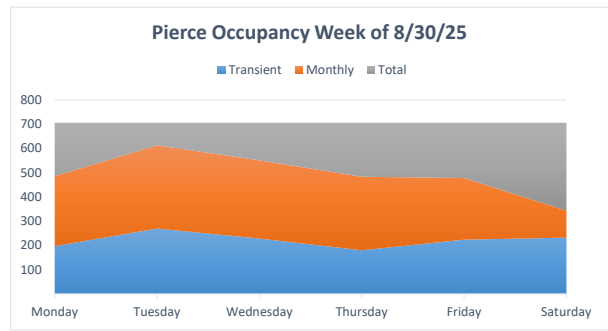
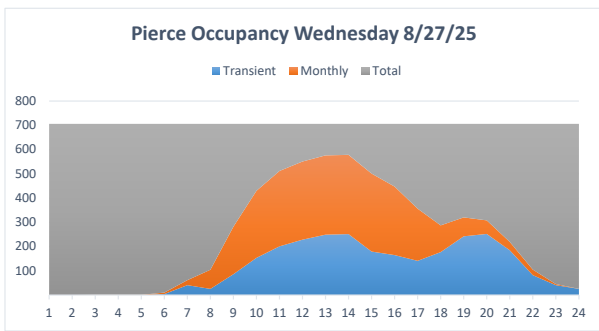
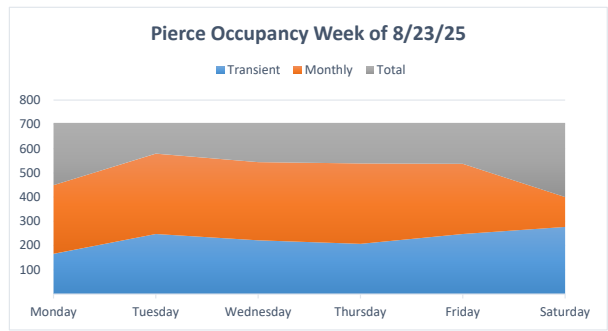
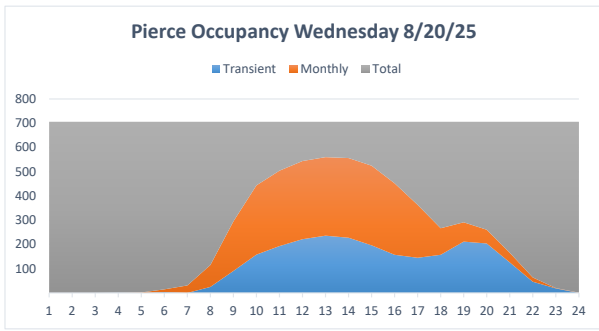
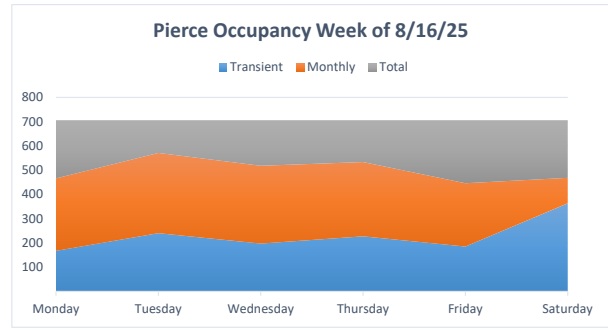
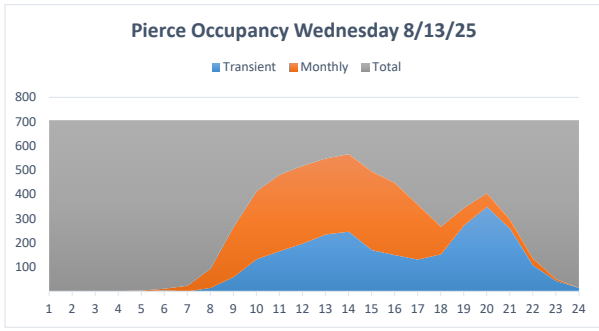
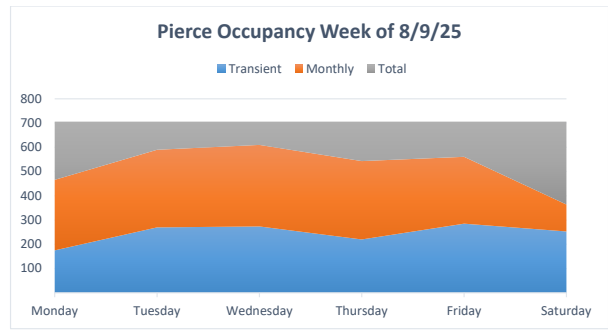
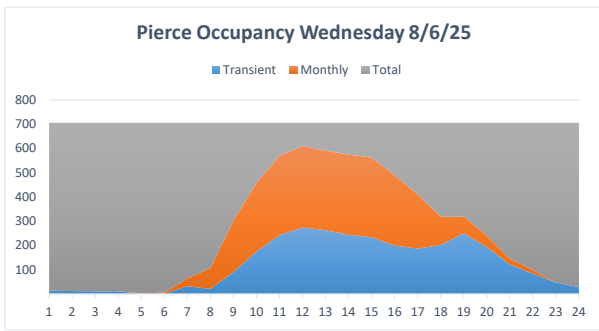
Paying cars	Rate per
3,626	\$5.86
6,622	\$6.32
13,475	\$5.55
9,388	\$5.32
13,640	\$6.09
	\$5.83



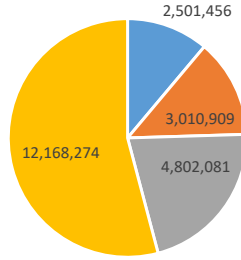






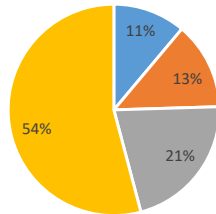


August - Total Minutes - 10,314,446 Out of 22,482,720



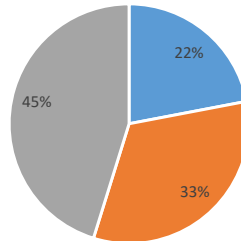
■ Cash ■ Credit Card ■ ParkMobile ■ Unused Minutes

August Meters - Total Minutes Used - 10,314,446 Out of 22,482,720



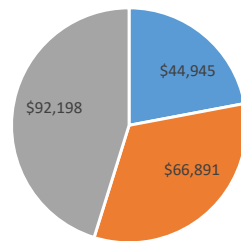
■ Cash ■ Credit Card ■ ParkMobile ■ Unused Minutes

August Meters- % of Total Revenue - \$204,033



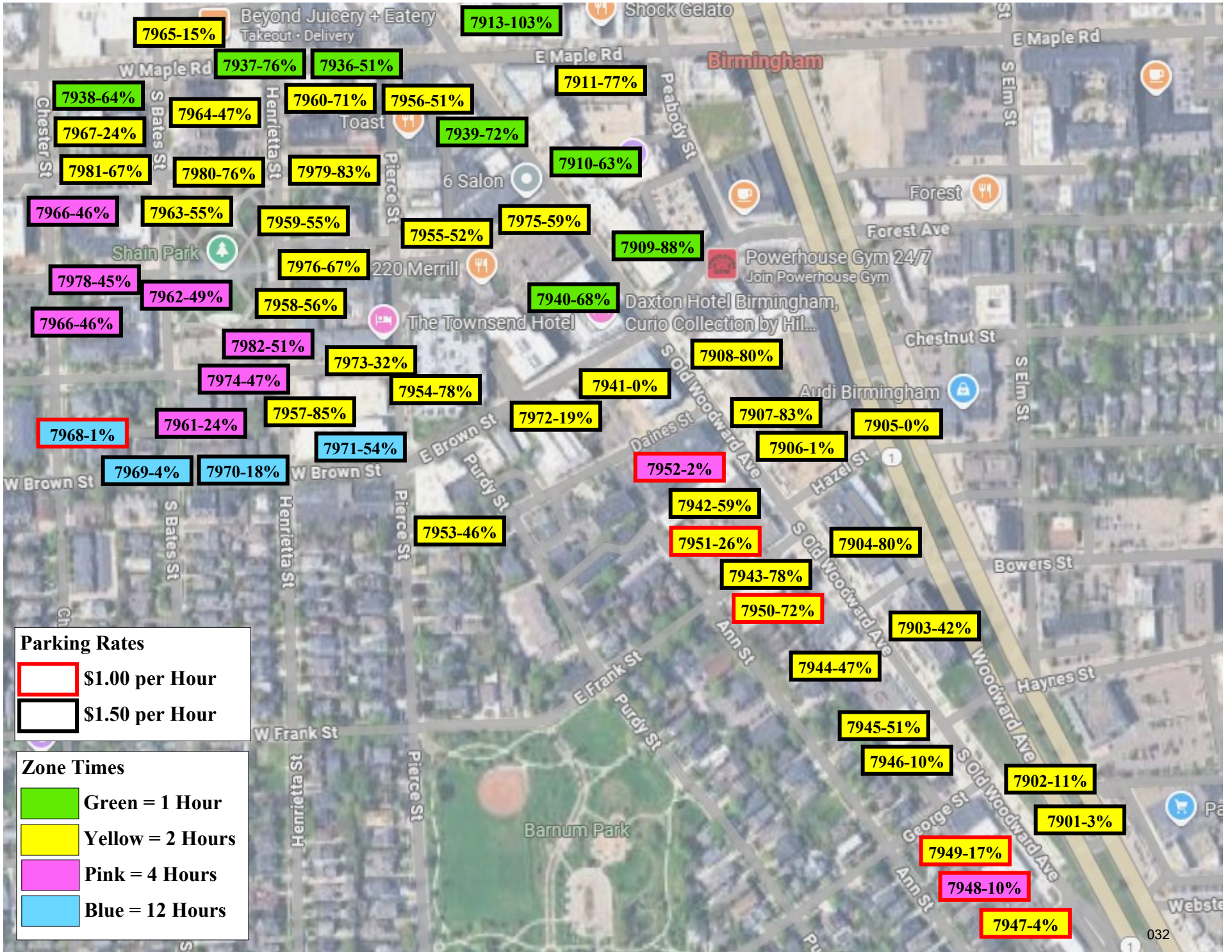
■ Cash ■ Credit Card ■ ParkMobile

August Meters - Total Revenue



■ Cash ■ Credit Card ■ ParkMobile

Row Labels	Sum of Minutes@Total	# of Metered Spaces	Hours Per Day	Days Per Month	Minutes Per Hour	Total Minutes	% Full
7901	7,411.53	13	12	26	60	243,360.00	3%
7902	9,995.05	5	12	26	60	93,600.00	11%
7903	93,880.20	12	12	26	60	224,640.00	42%
7904	75,344.58	5	12	26	60	93,600.00	80%
7905	105.00	5	12	26	60	93,600.00	0%
7906	240.00	2	12	26	60	37,440.00	1%
7907	108,702.75	7	12	26	60	131,040.00	83%
7908	45,189.27	3	12	26	60	56,160.00	80%
7909	280,004.10	17	12	26	60	318,240.00	88%
7910	165,964.18	14	12	26	60	262,080.00	63%
7911	274,132.45	19	12	26	60	355,680.00	77%
7913	135,079.47	7	12	26	60	131,040.00	103%
7914	338,165.15	28	12	26	60	524,160.00	65%
7915	63,441.42	6	12	26	60	112,320.00	56%
7916	99,625.93	6	12	26	60	112,320.00	89%
7917	182,393.02	15	12	26	60	280,800.00	65%
7918	123,844.80	11	12	26	60	205,920.00	60%
7919	381,438.58	28	12	26	60	524,160.00	73%
7920	20,731.45	3	12	26	60	56,160.00	37%
7921	81,701.53	8	12	26	60	149,760.00	55%
7922	24,612.32	2	12	26	60	37,440.00	66%
7923	264,561.55	20	12	26	60	374,400.00	71%
7924	316,148.95	53	12	26	60	992,160.00	32%
7925	267,503.03	107	12	26	60	2,003,040.00	13%
7926	426,154.20	68	12	26	60	1,272,960.00	33%
7927	35,098.72	4	12	26	60	74,880.00	47%
7928	308,694.42	35	12	26	60	655,200.00	47%
7929	80,662.90	7	12	26	60	131,040.00	62%
7930	127,186.98	11	12	26	60	205,920.00	62%
7931	492,413.12	49	12	26	60	917,280.00	54%
7932	173,820.95	17	12	26	60	318,240.00	55%
7933	40,286.35	27	12	26	60	505,440.00	8%
7934	181,510.45	13	12	26	60	243,360.00	75%
7935	27,414.95	3	12	26	60	56,160.00	49%
7936	115,069.23	12	12	26	60	224,640.00	51%
7937	242,578.90	17	12	26	60	318,240.00	76%
7938	95,148.33	8	12	26	60	149,760.00	64%
7939	201,484.12	15	12	26	60	280,800.00	72%
7940	140,932.85	11	12	26	60	205,920.00	68%
7942	54,973.35	5	12	26	60	93,600.00	59%
7943	29,336.57	2	12	26	60	37,440.00	78%
7944	61,007.02	7	12	26	60	131,040.00	47%
7945	28,834.05	3	12	26	60	56,160.00	51%
7946	14,601.65	8	12	26	60	149,760.00	10%
7947	11,726.35	14	12	26	60	262,080.00	4%
7948	15,162.17	8	12	26	60	149,760.00	10%
7949	6,432.00	2	12	26	60	37,440.00	17%
7950	40,244.83	3	12	26	60	56,160.00	72%
7951	43,446.65	9	12	26	60	168,480.00	26%
7952	5,372.07	12	12	26	60	224,640.00	2%
7953	34,169.70	4	12	26	60	74,880.00	46%
7954	234,532.83	16	12	26	60	299,520.00	78%
7955	125,934.20	13	12	26	60	243,360.00	52%
7956	75,894.13	8	12	26	60	149,760.00	51%
7957	47,469.77	3	12	26	60	56,160.00	85%
7958	94,901.15	9	12	26	60	168,480.00	56%
7959	92,681.92	9	12	26	60	168,480.00	55%
7960	79,884.33	6	12	26	60	112,320.00	71%
7961	31,731.17	7	12	26	60	131,040.00	24%
7962	64,540.63	7	12	26	60	131,040.00	49%
7963	103,362.12	10	12	26	60	187,200.00	55%
7964	78,562.15	9	12	26	60	168,480.00	47%
7965	14,250.10	5	12	26	60	93,600.00	15%
7966	94,472.82	11	12	26	60	205,920.00	46%
7967	22,336.93	5	12	26	60	93,600.00	24%
7968	1,643.00	8	12	26	60	149,760.00	1%
7969	3,295.82	5	12	26	60	93,600.00	4%
7970	16,673.58	5	12	26	60	93,600.00	18%
7971	71,158.07	7	12	26	60	131,040.00	54%
7972	17,903.87	5	12	26	60	93,600.00	19%
7973	78,768.77	13	12	26	60	243,360.00	32%
7974	96,895.05	11	12	26	60	205,920.00	47%
7975	210,214.83	19	12	26	60	355,680.00	59%
7976	99,677.83	8	12	26	60	149,760.00	67%
7978	92,965.80	11	12	26	60	205,920.00	45%
7979	481,387.68	31	12	26	60	580,320.00	83%
7980	313,958.25	22	12	26	60	411,840.00	76%
7981	311,568.48	25	12	26	60	468,000.00	67%
7982	454,944.42	48	12	26	60	898,560.00	51%
7983	2,897.88	4	12	26	60	74,880.00	4%
7984	72,100.20	5	12	26	60	93,600.00	77%
7985	73,423.70	5	12	26	60	93,600.00	78%
79101	35,880.98	19	12	26	60	355,680.00	10%
79102	215,094.50	41	12	26	60	767,520.00	28%
79103	3,525.00	5	12	26	60	93,600.00	4%
79104	19,275.28	10	12	26	60	187,200.00	10%
79105	536.02	2	12	26	60	37,440.00	1%
79106	6,762.20	4	12	26	60	74,880.00	9%
zone1	79,361.52						
Grand Total	10,314,446.17					22,482,720.00	





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