



**Birmingham Shopping District Agenda**  
**Thursday, March 12, 2026, 8:30 a.m.**

**The Community House**  
**380 S Bates Street, Birmingham, MI 48009**

**For your convenience, you may join via the following Zoom link:**  
**<https://bhamgov-org.zoom.us/j/82955112653>**  
**as long as technology is available at the meeting location.**

Call to order and Roll Call of Board

1. Recognition of Visitors
2. Receive and File Finance Reports (pg. 3-7)
3. Consent Agenda
  - a. Approval of BSD Board Minutes – February 5, 2026 (pg. 8-11)
  - b. Approval of Vouchers – February 2026 (pg. 12-13)
4. New Business
  - a. iHeart Media Advertising Services Agreement (pg. 15-18)
  - b. Beasley Media Group Advertising Services Agreement (pg. 19-22)
  - c. Sponsorship Requests (pg. 23-26)
5. Presentations
  - a. 2025 Year End Marketing Report (pg. 27-28)
6. Old Business
7. Reports
  - a. Committee Reports: (pg. 29-47)
    - 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. 48-49)
9. Board Member Comments
10. Public Comments
11. Adjournment

**Birmingham Shopping District Mission Statement**

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

Notice: Persons with disabilities that may require assistance for effective participation in this public meeting should contact the City Clerk's Office at the number (248) 530-1880, or (248) 644-3405 (for the hearing impaired) at least one day before the meeting to request help in mobility, visual, hearing, or other assistance.



# BIRMINGHAM

SHOPPING DISTRICT

## BOARD AGENDA OVERVIEW

March 12, 2026

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

### Finance Reports

File and receive the financial reports for the period ending January 31, 2026.

### Consent Agenda Items

**Motion:** To approve the consent agenda for March 12, 2026, as presented.

- a. Minutes  
Minutes from the February 5, 2026, BSD Board of Directors meeting are attached for your review and approval.
- b. Approval of Payable Vouchers  
Attached are the payable vouchers for your review and approval for February 2026.

### New Business

- a. iHeart Media Advertising Services Agreement
- b. Beasley Media Group Advertising Services Agreement
- c. Sponsorship Requests

### Presentations

- d. 2025 Year End Marketing Report

### Old Business

### Executive Director Report

#### **Budget:**

Planning for the fiscal year 2027 budget is underway. The BSD has completed its meetings with the City Manager's office and Finance departments. The budget will be reviewed by City Commission at the April 25, 2026 City Commission budget hearing.

#### **Assessment:**

BSD Executive Director Bassett, BSD Board Chair Pohlod, City Manager Ecker, Finance Director Chavez and Treasurer Katz met on March 3, 2026 to discuss the process for the assessment renewal (2027-2030). More information will be presented to the Board this spring.



# BIRMINGHAM

## SHOPPING DISTRICT

### **Special Events:**

Special event applications for the Farmers Market, Movie Nights, Day On The Town and the Birmingham Cruise Event were approved by the City Commission at the regular City Commission meeting on February 23, 2026.

### Upcoming Events:

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

### Training:

The Birmingham Shopping District staff has participated in the following training to ensure our team is prepared for all situations, including emergencies, should they arise.

- March 2, 2026: Active Assailant Training with the Birmingham Police Department
- March 4, 2026: Providing Excellent Customer Service
- March 9, 2026: CPR Certification Training with the Birmingham Fire Department

### **Care Fair:**

The Birmingham Shopping District is participating in the Care Fair hosted by the Baldwin Public Library on April 11, 2026, from 11 a.m. – 1 p.m. The fair provides an opportunity for non-profit and community organizations to share their volunteer opportunities with interested community members.

### **Broker and Property Owner Roundtable Event:**

We invite everyone from the local commercial real estate community to join the Birmingham Shopping District and City of Birmingham for an interactive roundtable event on March 25, 2026, from 4-6 p.m. With short, informative presentations followed by interactive discussion, this event is intended to both inform attendees about upcoming projects and programs affecting the downtown, and provide a forum to share feedback with local leadership. Learn more and RSVP at [downtownbirmingham.com/roundtable](https://downtownbirmingham.com/roundtable).

Fund 235.0 PRINCIPAL SHOPPING DISTRICT

GL Number	Description	Balance
*** Assets ***		
235.0-000.000-005.0000	CASH AND INVESTMENTS	1,393,838.01
235.0-000.000-036.0000	MISCELLANEOUS	10,080.00
235.0-000.000-036.9999	ALLOWANCE FOR BAD DEBT - MISCELLAN	1,457.45
235.0-000.000-045.0903	A/R PSD SAD 2025-2026	1,239,676.84
235.0-000.000-047.0902	PSD 2024-2025 DELQ SAD	51,534.35
<b>Total Assets</b>		<b>2,696,586.65</b>
*** Liabilities ***		
235.0-000.000-202.0000	ACCOUNTS PAYABLE	43,193.03
235.0-000.000-255.0001	GIFT CERTIFICATES	600.00
235.0-000.000-362.0300	DEFERRED INFLOWS - MISCELLANEOUS I	11,537.45
235.0-000.000-362.0700	DEFERRED INFLOWS - SPECIAL ASSESSM	1,239,676.84
235.0-000.000-362.0800	DEFERRED INFLOWS - DELQ SPECIAL AS	51,534.35
<b>Total Liabilities</b>		<b>1,346,541.67</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>(486,533.06)</b>
<b>Ending Fund Balance</b>		<b>1,350,044.98</b>
<b>Total Liabilities And Fund Balance</b>		<b>2,696,586.65</b>

PERIOD ENDING 01/31/2026

GL NUMBER	DESCRIPTION	2024-25		2025-26		ACTIVITY FOR	YTD BALANCE	% BDGT	ENCUMBERED
		AMENDED BUDGET	END BALANCE	AMENDED BUDGET	MONTH	01/31/26			
Revenues									
Dept 000.000									
USE OF FUND BALANCE									
235.0-000.000-400.0000	APPROP FUND BAL/RET EARN	62,619.17	0.00	123,770.01	0.00	0.00	0.00	0.00	0.00
USE OF FUND BALANCE		62,619.17	0.00	123,770.01	0.00	0.00	0.00	0.00	0.00
SPECIAL ASSESSMENTS									
235.0-000.000-451.0235	FUTURE SPECIAL ASSESSMENTS - F	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-000.000-452.0901	PSD 2023-2024	59,550.00	63,730.60	0.00	0.00	0.00	0.00	0.00	0.00
235.0-000.000-452.0902	PSD 2024-2025	1,143,160.00	1,163,811.88	69,720.00	0.00	13,309.17	19.09	0.00	0.00
235.0-000.000-452.0903	PSD 2025-2026	0.00	0.00	1,184,350.00	100,926.31	100,926.31	8.52	0.00	0.00
235.0-000.000-474.0000	SPECIAL ASSESSMENT INTEREST	0.00	116.13	0.00	0.00	0.00	0.00	0.00	0.00
SPECIAL ASSESSMENTS		1,202,710.00	1,227,658.61	1,254,070.00	100,926.31	114,235.48	9.11	0.00	0.00
FEDERAL GRANTS									
235.0-000.000-528.0000	OTHER FEDERAL GRANTS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
FEDERAL GRANTS		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
LOCAL CONTRIBUTIONS									
235.0-000.000-583.0005	OAKLAND COUNTY	0.00	5,000.00	0.00	0.00	0.00	0.00	0.00	0.00
LOCAL CONTRIBUTIONS		0.00	5,000.00	0.00	0.00	0.00	0.00	0.00	0.00
CHARGES FOR SERVICES									
235.0-000.000-640.5141	CHARGES TO AUTO PARKING SYSTEM	25,000.00	25,000.00	25,000.00	0.00	25,000.00	100.00	0.00	0.00
CHARGES FOR SERVICES		25,000.00	25,000.00	25,000.00	0.00	25,000.00	100.00	0.00	0.00
INTEREST AND RENT									
235.0-000.000-665.0001	INVESTMENT INCOME	36,000.00	79,611.17	46,900.00	0.00	33,061.53	70.49	0.00	0.00
INTEREST AND RENT		36,000.00	79,611.17	46,900.00	0.00	33,061.53	70.49	0.00	0.00
OTHER REVENUE									
235.0-000.000-674.0009	PROCEEDS FROM FUNDRAISING	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-000.000-676.0001	CONTR FROM PRIVATE SOURCE	230,000.00	267,202.87	230,000.00	3,540.00	152,995.00	66.52	0.00	0.00
235.0-000.000-677.0001	SUNDRY & MISCELLANEOUS	0.00	138.40	0.00	0.00	0.00	0.00	0.00	0.00
OTHER REVENUE		230,000.00	267,341.27	230,000.00	3,540.00	152,995.00	66.52	0.00	0.00
Total Dept 000.000		1,556,329.17	1,604,611.05	1,679,740.01	104,466.31	325,292.01	19.37	0.00	0.00
TOTAL REVENUES		1,556,329.17	1,604,611.05	1,679,740.01	104,466.31	325,292.01	19.37	0.00	0.00
Expenditures									
Dept 175.000 - PUBLIC RELATIONS									
PERSONNEL SERVICES									
235.0-175.000-702.0001	SALARIES & WAGES DIRECT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-702.0002	OVERTIME PAY	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-702.0003	LONGEVITY	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0000	LABOR BURDEN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0001	FICA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0002	HOSPITALIZATION	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0003	LIFE INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

PERIOD ENDING 01/31/2026

GL NUMBER	DESCRIPTION	ACTIVITY FOR						
		2024-25 AMENDED BUDGET	END BALANCE 06/30/2025	2025-26 AMENDED BUDGET	MONTH 01/31/26	YTD BALANCE 01/31/2026	% BDGT USED	ENCUMBERED YEAR-TO-DATE
Expenditures								
235.0-175.000-711.0005	DENTAL/OPTICAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0006	ST/LT DISABILITY INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0007	WORKER'S COMPENSATION	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0012	RETIREMENT DEFINED CONTRIBUTIC	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0013	RET HLTH SVGS CONTR EMPLR	0.00	0.00	0.00	0.00	0.00	0.00	0.00
PERSONNEL SERVICES		0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 175.000 - PUBLIC RELATIONS		0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dept 441.005 - DOWNTOWN MAINTENANCE								
PERSONNEL SERVICES								
235.0-441.005-702.0001	SALARIES & WAGES DIRECT	39,370.00	69,060.01	60,300.00	2,678.74	33,960.48	56.32	0.00
235.0-441.005-702.0002	OVERTIME PAY	24,730.00	26,718.32	30,180.00	1,632.87	15,155.57	50.22	0.00
235.0-441.005-702.0003	LONGEVITY	170.00	187.50	200.00	0.00	36.00	18.00	0.00
235.0-441.005-702.0004	HOLIDAY PAY	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-441.005-711.0000	LABOR BURDEN	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-441.005-711.0001	FICA	4,920.00	7,106.51	6,940.00	316.33	3,652.17	52.62	0.00
235.0-441.005-711.0002	HOSPITALIZATION	10,740.00	23,105.38	19,250.00	735.77	8,998.48	46.75	0.00
235.0-441.005-711.0003	LIFE INSURANCE	170.00	349.82	250.00	14.69	160.17	64.07	0.00
235.0-441.005-711.0004	RETIREE HEALTH CARE CONTRIBUTI	4,230.00	4,218.71	540.00	43.08	301.56	55.84	0.00
235.0-441.005-711.0005	DENTAL/OPTICAL	610.00	1,406.65	1,360.00	56.84	322.34	23.70	0.00
235.0-441.005-711.0006	ST/LT DISABILITY INSURANCE	600.00	828.20	850.00	38.74	429.10	50.48	0.00
235.0-441.005-711.0007	WORKER'S COMPENSATION	1,160.00	1,733.88	1,790.00	75.57	918.22	51.30	0.00
235.0-441.005-711.0008	SICK TIME PAYOUT	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-441.005-711.0009	DEFERRED COMPENSATION	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-441.005-711.0010	RETIREMENT (DB) ER CNTB	7,700.00	7,691.04	8,560.00	713.25	4,992.75	58.33	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 CONTRIBUTIC	5,400.00	8,269.16	7,980.00	423.68	4,684.40	58.70	0.00
235.0-441.005-711.0013	RET HLTH SVGS CONTR EMPLR	670.00	2,622.58	1,480.00	112.93	1,323.62	89.43	0.00
PERSONNEL SERVICES		100,540.00	153,366.76	139,750.00	6,842.49	74,934.86	53.62	0.00
OTHER CHARGES								
235.0-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	36,190.00	39,802.76	37,100.00	2,569.54	30,014.38	80.90	0.00
OTHER CHARGES		36,190.00	39,802.76	37,100.00	2,569.54	30,014.38	80.90	0.00
Total Dept 441.005 - DOWNTOWN MAINTENANCE		136,730.00	193,169.52	176,850.00	9,412.03	104,949.24	59.34	0.00
Dept 720.000 - PRINCIPAL SHOPPING DISTRICT								
PERSONNEL SERVICES								
235.0-720.000-702.0001	SALARIES & WAGES DIRECT	321,420.00	330,582.66	347,040.00	24,739.84	198,814.51	57.29	0.00
235.0-720.000-702.0002	OVERTIME PAY	1,500.00	414.43	1,600.00	477.12	1,046.59	65.41	0.00
235.0-720.000-702.0003	LONGEVITY	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-720.000-703.0000	ADMINISTRATION COST	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-720.000-711.0000	LABOR BURDEN	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-720.000-711.0001	FICA	24,590.00	24,592.56	26,680.00	1,858.95	14,944.94	56.02	0.00
235.0-720.000-711.0002	HOSPITALIZATION	70,710.00	45,853.30	57,140.00	3,442.00	23,953.20	41.92	0.00
235.0-720.000-711.0003	LIFE INSURANCE	580.00	944.03	610.00	72.34	520.85	85.39	0.00
235.0-720.000-711.0004	RETIREE HEALTH CARE CONTRIBUTI	6,540.00	6,423.00	0.00	0.00	0.00	0.00	0.00
235.0-720.000-711.0005	DENTAL/OPTICAL	1,470.00	0.00	1,680.00	0.00	0.00	0.00	0.00
235.0-720.000-711.0006	ST/LT DISABILITY INSURANCE	1,050.00	1,039.74	1,100.00	87.24	628.16	57.11	0.00
235.0-720.000-711.0007	WORKER'S COMPENSATION	1,190.00	1,058.23	1,290.00	78.94	654.69	50.75	0.00

PERIOD ENDING 01/31/2026

GL NUMBER	DESCRIPTION	ACTIVITY FOR						
		2024-25 AMENDED BUDGET	END BALANCE 06/30/2025	2025-26 AMENDED BUDGET	MONTH 01/31/26	YTD BALANCE 01/31/2026	% BDGT USED	ENCUMBERED YEAR-TO-DATE
<b>Expenditures</b>								
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	6,553.75	58.31	0.00
235.0-720.000-711.0011	HRA CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-720.000-711.0012	RETIREMENT DEFINED CONTRIBUTIC	10,460.00	(1,042.68)	10,940.00	920.90	6,630.44	60.61	0.00
235.0-720.000-711.0013	RET HLTH SVGS CONTR EMPLR	1,830.00	(2,045.73)	1,820.00	140.00	1,008.00	55.38	0.00
<b>PERSONNEL SERVICES</b>		<b>450,200.00</b>	<b>416,673.50</b>	<b>461,140.00</b>	<b>32,753.58</b>	<b>254,755.13</b>	<b>55.24</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	418.50	1,606.50	35.70	0.00
235.0-720.000-802.0100	AUDIT	740.00	750.00	800.00	0.00	760.00	95.00	0.00
235.0-720.000-811.0000	OTHER CONTRACTUAL SERVICE	50,000.00	2,122.01	10,000.00	0.00	4,444.81	44.45	0.00
235.0-720.000-813.0000	ADMINISTRATIVE SERVICES	0.00	0.00	30,930.00	2,577.50	18,042.50	58.33	0.00
235.0-720.000-821.0100	PHYSICAL EXAMINATIONS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-720.000-828.0300	PARKING VALET SERVICES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-720.000-829.0100	SNOW REMOVAL CONTRACT	80,000.00	64,200.00	83,000.00	10,700.00	32,100.00	77.35	32,100.00
235.0-720.000-829.0200	WEB SITE MAINTENANCE	30,100.00	35,809.99	10,000.00	0.00	6,400.00	64.00	0.00
235.0-720.000-851.0000	TELEPHONE	1,750.00	1,975.05	1,750.00	149.85	898.89	51.37	0.00
235.0-720.000-881.0000	MARKETING & ADVERTISING	191,597.01	163,313.64	201,750.01	32,966.01	119,816.25	77.18	35,900.35
235.0-720.000-882.0000	PUBLIC RELATIONS	13,500.00	4,174.10	11,000.00	0.00	0.00	0.00	0.00
235.0-720.000-883.0000	TENANT RECRUITMENT	101,357.51	30,942.67	69,200.00	4,244.13	14,284.04	26.15	3,810.00
235.0-720.000-888.0000	SPECIAL EVENTS	259,050.00	263,998.97	301,250.00	5,272.65	174,493.56	72.78	44,750.56
235.0-720.000-901.0000	PRINTING & PUBLISHING	67,500.00	25,519.98	61,000.00	4,015.66	15,060.66	40.41	9,590.00
235.0-720.000-904.0000	PRINTING PSD MAGAZINE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-720.000-933.0200	EQUIPMENT MAINTENANCE	1,200.00	1,273.55	1,500.00	0.00	335.57	22.37	0.00
235.0-720.000-935.0200	MAINTENANCE SHOPPING DIST	87,574.65	63,881.31	165,740.00	0.00	19,651.39	21.59	16,135.50
235.0-720.000-941.0000	EQUIPMENT RENTAL OR LEASE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-720.000-942.0000	COMPUTER EQUIPMENT RENTAL	44,630.00	44,630.04	49,650.00	4,137.50	28,962.50	58.33	0.00
235.0-720.000-944.0000	BUILDING OR FACILITY RENT	12,000.00	12,000.00	12,000.00	1,000.00	7,000.00	58.33	0.00
235.0-720.000-957.0100	TRAINING	3,000.00	2,500.00	3,000.00	0.00	0.00	0.00	0.00
235.0-720.000-957.0300	MEMBERSHIPS AND DUES	3,000.00	1,980.00	3,000.00	525.00	1,546.00	51.53	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	420.00	3,220.00	53.67	0.00
235.0-720.000-960.0400	LIABILITY INSURANCE	5,170.00	5,169.96	5,380.00	448.33	3,138.31	58.33	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>66,875.13</b>	<b>451,760.98</b>	<b>57.32</b>	<b>142,286.41</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	44.29	359.72	10.28	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>44.29</b>	<b>359.72</b>	<b>6.79</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>
<b>Total Dept 720.000 - PRINCIPAL SHOPPING DISTRICT</b>		<b>1,419,599.17</b>	<b>1,155,153.83</b>	<b>1,502,890.01</b>	<b>99,673.00</b>	<b>706,875.83</b>	<b>56.50</b>	<b>00642,286.41</b>

PERIOD ENDING 01/31/2026

GL NUMBER	DESCRIPTION	2024-25	END BALANCE	2025-26	ACTIVITY FOR	YTD BALANCE	% BDGT	ENCUMBERED
		AMENDED BUDGET	06/30/2025	AMENDED BUDGET	MONTH	01/31/2026	USED	YEAR-TO-DATE
Expenditures								
TOTAL EXPENDITURES		<u>1,556,329.17</u>	<u>1,348,323.35</u>	<u>1,679,740.01</u>	<u>109,085.03</u>	<u>811,825.07</u>	<u>56.80</u>	<u>142,286.41</u>
TOTAL REVENUES - FUND 235.0		1,556,329.17	1,604,611.05	1,679,740.01	104,466.31	325,292.01	19.37	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>109,085.03</u>	<u>811,825.07</u>	<u>56.80</u>	<u>142,286.41</u>
NET OF REVENUES & EXPENDITURES		0.00	256,287.70	0.00	(4,618.72)	(486,533.06)	100.00	(142,286.41)

City of Birmingham  
Birmingham Shopping District Meeting Minutes  
**Thursday, February 5, 2026 - 8:30 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held on Thursday, February 5, 2026, at 8:30 a.m. at The Community House.

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

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

**ABSENT:** None

**ADMINISTRATION:** Bassett, Brook

**GUEST(S):** Stefan Loginsky, Julia Leavy

**2. RECOGNITION OF VISITORS**

Pohlod welcomed Loginsky.

**3. FINANCE REPORT – BASSETT**

Bassett reported that the current fund balance with cash and investments is approximately \$1.4 million. The delinquent 2025 special assessments will be rolled into Oakland County's tax roll. At approximately half way through the fiscal year, the budget is trending well. Bassett will continue to keep an eye on equipment rental and other areas that are a little over projected amounts.

It is typical for the fund balance to be lower at this time of year as bills for the 2026 special assessment were mailed in January and payments have just begun being received.

**4. APPROVAL OF CONSENT AGENDA**

Consent agenda consisted of the:

- a. Approval of the BSD Board minutes from January 8, 2026
- b. Approval of vouchers – January 2026
- c. Absence Waivers – McKenzie, Surnow

**MOTION: Motion by Kay, seconded by Hussey, to approve the BSD Board minutes from January 8, 2026, vouchers from January 2026, and absence waiver for Lundberg and Taddei.**

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

**Nays: none**

**Absent: none**

**Motion passed.**

## 5. NEW BUSINESS

## 6. PRESENTATIONS

### a. Downtown Usage Survey

Bassett reported that there were over 1,400 responses to the Downtown Usage Survey over a six month collection period. More than half of the responses were from Birmingham residents. Bassett highlighted some trends in the responses and said that she has shared survey results with the Business Development committee, the City's parking manager, the manager's office, and commissioners. The plan is to also share this information with property owners and realtors at an upcoming roundtable.

Bassett mentioned that some of the responses showed different areas that might need more marketing as respondents were not aware of some current city assets.

## 7. OLD BUSINESS

## 8. REPORTS

### a. COMMITTEE REPORTS

#### SPECIAL EVENTS - KAY

Kay shared that the last committee meeting focused primarily on the BRRmirmingham Blast event, but due to the extreme cold, that event was cancelled. He said that expenses for the cancelled event were approximately \$8,000. Overall events costs, if the event was held, would have been around \$40,000. Surnow added that he thought that cancelling was the responsible thing to do.

#### MARKETING & ADVERTISING - LUNDBERG

Lundberg reported that the Saturday Social did a presentation for the committee. She said that the presentation was motivational. It was detailed and showed that they had done research to understand Birmingham.

#### MAINTENANCE/CAPITAL IMPROVEMENTS - LIPARI

No meeting held. The committee is waiting for information from DPS regarding purchasing a new holiday tree.

Bassett met with the Public Arts Board regarding art in Willits Alley. The Public Arts Board is open to collaborating.

## **BUSINESS DEVELOPMENT - SURNOW**

Surnow shared that the committee reviewed the Downtown Usage Survey results. He feels that several of the issues shared are actually signs of a healthy downtown.

The committee is working on content for a broker roundtable. They hope to schedule it to be held in the next 60 days.

## **EXECUTIVE COMMITTEE REPORT – POHLOD**

Pohlod reported that the committee reviewed the budget and discussed proposed changes to parking rates in the downtown area.

Bassett added that the Tourism Advisory Group will meet in April and September.

### **b. WAYFINDING - FEHAN**

Fehan shared that the MDOT gave initial clearance for sign installation. They are awaiting final approval and hope to be able to begin installation this spring.

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

No meeting held. Ecker said that they have been holding internal meetings regarding raising parking rates. A recommendation will go to City Commission soon.

Fehan suggested the board put together a recommendation to submit to the APC and City Commission.

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

Bassett reported that the budget has been finalized and will be presented to City Commission on April 25<sup>th</sup>. Bills for the annual assessment were mailed in January.

Staff submitted special event permit applications for spring and summer events. Spring Stroll will be held on April 11<sup>th</sup>.

Saturday Social filmed in the downtown area yesterday. They will use the footage for social media posts.

Bassett introduced Julia Leavy, the new special events and business development assistant.

## **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**

Loginsky shared he typically has great experience with downtown retailers, but in November he had a very different experience. He said that when he and his wife visited a new retailer and asked about one of the items for sale they were asked to leave the store.

He wanted to make sure that the BSD board is aware of what happened and that they do what they can to protect downtown Birmingham’s image.

**12. ADJOURNMENT – 9:30 A.M.**

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

\_\_\_\_\_  
Amy Pohlod, BSD Board Chair

\_\_\_\_\_  
Date

DRAFT

**Birmingham Principal Shopping District Board**

Voucher List For: 03/12/2026

Early Release Vendor	Description	Account	Amount
ALLEGRA MARKETING, PRINT, MAIL	SUMMER EVENTS COUNTER CARDS	MARKETING & ADVERTISING	493.22
AMAZON CAPITAL SERVICES INC	MISC SUPPLIES FOR SPECIAL EVENTS AND MARKETING	MARKETING & ADVERTISING	383.73
AUDACY OPERATIONS, INC.	ADVERTISING FOR BRRMINGHAM BLAST	BRRMINGHAM BLAST	1,756.89
BAKEHOUSE 46	MISC SUPPLIES	MARKETING & ADVERTISING	5.46
BEASLEY MEDIA GROUP, LLC	ADVERTISING FOR BRRMINGHAM BLAST	BRRMINGHAM BLAST	2,089.97
BEAUMONT ROYAL OAK	MISC	MARKETING & ADVERTISING	37.10
CANTU-MILLER VENTURES LLC	SOCIAL MEDIA MANAGEMENT AND CONTENT CREATION	SOCIAL MEDIA MANAGEMENT - FEBRUARY	3,700.00
CHAT GPT	MONTHLY SUBSCRIPTION	MARKETING & ADVERTISING	40.00
COSTCO MEMBERSHIP	ANNUAL MEMBERSHIP	SPECIAL EVENTS	65.00
FAIRYTALE ENTERTAINMENT PARTYS INC	PERFORMANCE AT SANTA HOUSE 12/12 PAY 1 OF 2	SPECIAL EVENTS	1,528.00
IHEART MEDIA	ADVERTISING FOR DAY ON THE TOWN, BIRMINGHAMBURGER, HOLIDAY, BRRMINGHAM BLAST AND GENERAL	BRRMINGHAM BLAST	870.00
JCC CREATIVE LLC	MONTHLY PHOTOGRAPHY SERVICES	MONTHLY PHOTOGRAPHY SERVICES	250.00
LIFESTYLE PUBLICATIONS LLC	PRINTING AND PUBLISHING	PRINTING AND PUBLISHING	1,250.00
MANYCHAT	MONTHLY SOCIAL MEDIA SUBSCRIPTION	MARKETING & ADVERTISING	15.00
MENTIMETER	INTERACTIVE SURVEY FOR PRESENTATION	TENANT RECRUITMENT	157.25
META/ FACEBOOK	MONTHLY SUBSCRIPTION	MARKETING & ADVERTISING	64.00
MICHAELS STORES, INC #2861	SUPPLIES FOR BUSINESS ANNIVERSARIES	TENANT RECRUITMENT	296.64
MIFMA	TRAINING FOR JULIA	TRAINING	205.46
NICK'S MAINTENANCE	SNOW REMOVAL	SNOW REMOVAL	10,700.00
SECURA INSURANCE COMPANY	INSURANCE FOR BRRMINGHAM BLAST	SPECIAL EVENTS	585.00
SEEN MEDIA GROUP	ADVERTISING FOR BIRMINGHAMBURGER	MARKETING & ADVERTISING	1,000.00
TARGET	MISC SUPPLIES FOR SPECIAL EVENTS	SPECIAL EVENTS	127.20
TARGET.COM	MISC SUPPLIES FOR SPECIAL EVENTS	SPECIAL EVENTS	47.70
UNIQUE PONY RIDES	PONY RIDES AT FARMERS MARKET PAY 1 OF 3	SPECIAL EVENTS	100.00

**Birmingham Principal Shopping District Board**

**Voucher List For:** 03/12/2026

Early Release	Vendor	Description	Account	Amount
	VERIZON WIRELESS	CELL PHONE FOR ERIKA, JAIMI AND SHERI	TELEPHONE	299.70
	WORRY FREE INC	FLORAL HANGING BASKETS PAY 1 OF 2	FLORAL HANGING BASKETS	7,732.80
	WUFOO	ONLINE FORM BUILDING ANNUAL SUBSCRIPTION	SPECIAL EVENTS	399.00
*	DEERE ELECTRIC INC	ELECTRICAL PERMIT FOR WINTER MARKT	SPECIAL EVENTS	274.50
*	SUNBELT RENTALS INC	WINTER MARKT ELECTRICAL SERVICE	WINTER MARKT ELECTRICAL SERVICE	25,000.00
			<b>Total:</b>	<b>\$ 59,473.62</b>
Journal Entries				
	City of Birmingham - Postage			\$ 1,496.93
	City of Birmingham - Santa House app fee			165.00
	City of Birmingham - Santa House final costs			5,652.80
	City of Birmingham - Winter Markt app fee			165.00
	City of Birmingham - Winter Markt final costs			13,315.77
	Dog Waste Depot - paw pal bags			423.38
	City of Birmingham - Employee parking			500.00
	Total Journal Entries			\$ 21,718.88
	TOTAL VOUCHERS AND JOURNAL ENTRIES			\$ 81,192.50

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

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



**BIRMINGHAM**  
SHOPPING DISTRICT

**MEMORANDUM**

**DATE:** March 12, 2026  
**TO:** Birmingham Shopping District Board of Directors  
**FROM:** Erika Bassett  
**SUBJECT:** Media Contracts

---

As part of its annual marketing strategy, the Birmingham Shopping District (BSD) partners with media agencies to advertise its events, businesses and the general downtown environment using a variety of media tactics.

For several years, the BSD has partnered with iHeart Media and Beasley Media Group to deliver successful digital, broadcast radio, social media and influencer advertising, resulting in hundreds of thousands of impressions across these media platforms.

Please find the following documents for your review:

- iHeart Media Advertising Services Agreement
- Beasley Media Group Advertising Services Agreement

**SUGGESTED MOTION:**

Motion to approve the iHeart Media Advertising Services Agreement totaling \$27,720.00 and the Beasley Media Group Advertising Services Agreement totaling \$30,500.00 for fiscal year 2027, to begin on July 1, 2026 and end on June 30, 2027.



## ADVERTISING SERVICE AGREEMENT

This agreement is made between iHeartMedia, located at 3964 Collection Center Drive, Chicago, IL 60693, herein referred to as CONTRACTOR, and the Birmingham Shopping District (BSD), located at 151 Martin Street, Birmingham, Michigan 48009, herein referred to as the CLIENT.

**WHEREAS**, the Client desires to retain the services of Contractor, and Contractor is willing to be retained by the Client, pursuant to the terms, compensations requirements and conditions set forth below.

**NOW THEREFORE**, in consideration of the mutual covenants and agreements contained herein, the parties agree as follows:

1. Scope of Work

- a. Contractor services shall include July 2026 – June 2027 campaign for Day On The Town, BirminghamBURGER, BRRmingham Blast, holiday and general advertising (Attachment A).

2. Terms

- a. This agreement is effective 1<sup>st</sup> day of July 2026, and shall have a term of one year from the effective date, with the option for a one year renewal at the BSD's discretion. A one year renewal must be agreed upon by both parties in writing.
- b. The BSD shall have the right to unilaterally terminate this Agreement on thirty (30) days written notice. In the event of termination, Contractor shall receive compensation for services to the date the termination takes effect.
- c. Contractor will invoice upon completion of services. In no event shall invoices be submitted more than 45 days after completion of services. Submitted invoices shall include the type of work performed and dates of service.
- d. 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.
- e. Payment terms will be net 30 days unless otherwise specified by the BSD.

3. Compensation

- a. Compensation for Contractor's services shall not exceed \$27,720.00.

4. The Client agrees to utilize services of Contractor in the capacity of advertiser.
5. The Client's relationship with Contractor shall be that of an independent contractor, and nothing in this contract shall be construed to create an employer and employee relationship for any purpose. Contractor shall be free to exercise his/her/their own independent judgment as to all aspects of the services to be performed, including, but not limited to, the manner and means of achieving the results requested of such services. In addition, Contractor is expressly free to perform services for other parties while performing services for the Client.
6. Contractor agrees to perform all services as requested by the Client to the best of his/her/their ability and in accordance with generally accepted professional practices.
7. Contractor agrees that he/she/they is (are) responsible for the payment of all applicable Social Security, Unemployment Compensation and any other tax payments as required by the State of Michigan and the United States Government and/or any agency which is a part thereof. Further, the Client shall not provide the Contractor any insurance coverage or other benefits including but not limited to Workers' Compensation normally provided by the Client for their employees.
8. No verbal statement heretofore or hereafter shall affect or change this contract in any respect; any modification thereof must be made in writing and signed by all parties.
9. This contract shall be governed by the laws of the State of Michigan.
10. Contractor shall hold harmless and defend the Client and the City of Birmingham, including all of their officers, agents, employees, elected, and appointed officials, against all claims or damages arising as a result of his/her/their operation under this contract and the Client shall not be responsible for any wrongdoing by the Contractor its servants or agents.
11. Contractor agrees to provide a tax identification number to the Client on IRS Form W-9 and understands and agrees that payment by the Client to Contractor cannot be made until this information is received.

Contractor acknowledges that this agreement needs to have final approval by way of signature by the Client. To validate this agreement, please sign, date and return with to Birmingham Shopping District, 151 Martin Street Birmingham, MI 48009 or [bsdinfo@bhamgov.org](mailto:bsdinfo@bhamgov.org).

In witness whereof, the parties have caused this agreement to be executed.

\_\_\_\_\_  
 Erika Bassett  
 BSD Executive Director

\_\_\_\_\_  
 Carrie McCloud  
 iHeartMedia

\_\_\_\_\_  
 Date

\_\_\_\_\_  
 Date

\_\_\_\_\_  
Mary M. Kucharek, City Attorney  
(Approved as to form)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Jana L. Ecker, City Manager  
(Approved as to form)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Mary Chavez, Director of Finance  
(Approved as to financial obligation)

\_\_\_\_\_  
Date

## ATTACHMENT A

Advertising

Company: iHeartMedia

Contact: Carrie McCloud, CarrieMcCloud@iheartmedia.com

**FYE 2027**

Day On The Town – July 2026	\$ 7,980.00
BirminghamBURGER – Oct 2026	\$ 7,680.00
Holiday – Nov/Dec 2026	\$ 6,560.00
BRRmingham Blast – Jan 2027	\$ 2,500.00
General – May/June 2027	\$ 3,000.00
<b>FYE 2027 Total</b>	<b>\$27,720.00</b>



## ADVERTISING SERVICE AGREEMENT

This agreement is made between Beasley Media Group (hereafter referred to as Beasley Media Group) a Michigan company whose address is PO Box 286051, Tampa, FL 33630, herein referred to as CONTRACTOR, and the Birmingham Shopping District (BSD), located at 151 Martin Street, Birmingham, Michigan 48009, herein referred to as the CLIENT.

**WHEREAS**, the Client desires to retain the services of Contractor, and Contractor is willing to be retained by the Client, pursuant to the terms, compensations requirements and conditions set forth below.

**NOW THEREFORE**, in consideration of the mutual covenants and agreements contained herein, the parties agree as follows:

### 1. Scope of Work

- a. Contractor services shall include July 2026 – June 2027 campaign for Day On The Town, Farmers Market, Art Walk, BirminghamBURGER, Winter Markt, BRRmingham Blast, holiday and general advertising (Attachment A).

### 2. Terms

- a. This agreement is effective 1<sup>st</sup> day of July 2026, and shall have a term of one year from the effective date, with the option for a one year renewal at the BSD's discretion. A one year renewal must be agreed upon by both parties in writing.
- b. The BSD shall have the right to unilaterally terminate this Agreement on thirty (30) days written notice. In the event of termination, Contractor shall receive compensation for services to the date the termination takes effect.
- c. Contractor will invoice upon completion of services. In no event shall invoices be submitted more than 45 days after completion of services. Submitted invoices shall include the type of work performed and dates of service.
- d. 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.
- e. Payment terms will be net 30 days unless otherwise specified by the BSD.

3. Compensation
  - a. Compensation for Contractor's services shall not exceed \$30,500.00.
4. The Client agrees to utilize services of Contractor in the capacity of advertiser.
5. The Client's relationship with Contractor shall be that of an independent contractor, and nothing in this contract shall be construed to create an employer and employee relationship for any purpose. Contractor shall be free to exercise his/her/their own independent judgment as to all aspects of the services to be performed, including, but not limited to, the manner and means of achieving the results requested of such services. In addition, Contractor is expressly free to perform services for other parties while performing services for the Client.
6. Contractor agrees to perform all services as requested by the Client to the best of his/her/their ability and in accordance with generally accepted professional practices.
7. Contractor agrees that he/she/they is (are) responsible for the payment of all applicable Social Security, Unemployment Compensation and any other tax payments as required by the State of Michigan and the United States Government and/or any agency which is a part thereof. Further, the Client shall not provide the Contractor any insurance coverage or other benefits including but not limited to Workers' Compensation normally provided by the Client for their employees.
8. No verbal statement heretofore or hereafter shall affect or change this contract in any respect; any modification thereof must be made in writing and signed by all parties.
9. This contract shall be governed by the laws of the State of Michigan.
10. Contractor shall hold harmless and defend the Client and the City of Birmingham, including all of their officers, agents, employees, elected, and appointed officials, against all claims or damages arising as a result of his/her/their operation under this contract and the Client shall not be responsible for any wrongdoing by the Contractor its servants or agents.
11. Contractor agrees to provide a tax identification number to the Client on IRS Form W-9 and understands and agrees that payment by the Client to Contractor cannot be made until this information is received.

Contractor acknowledges that this agreement needs to have final approval by way of signature by the Client. To validate this agreement, please sign, date and return with to Birmingham Shopping District, 151 Martin Street Birmingham, MI 48009 or [bsdinfo@bhamgov.org](mailto:bsdinfo@bhamgov.org).

In witness whereof, the parties have caused this agreement to be executed.

\_\_\_\_\_  
Erika Bassett  
BSD Executive Director

\_\_\_\_\_  
Date

\_\_\_\_\_  
Laura Banish  
Beasly Media Group

\_\_\_\_\_  
Date

\_\_\_\_\_  
Mary M. Kucharek, City Attorney  
(Approved as to form)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Jana L. Ecker, City Manager  
(Approved as to form)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Mary Chavez, Director of Finance  
(Approved as to financial obligation)

\_\_\_\_\_  
Date

## ATTACHMENT A

Advertising  
Company: Beasley Media Group  
Contact: Laura Banish

### FYE 2027

Day On The Town - July 2026	\$ 4,000.00
Farmers Market – July 2026	1,000.00
General Summer – August 2026	3,000.00
Farmers Market – August 2026	1,000.00
Art Walk – September 2026	1,000.00
BirminghamBURGER – October 2026	3,000.00
Holiday – November 2026	3,000.00
Winter Market – November 2026	1,000.00
Holiday – December 2026	4,500.00
Winter Market – December 2026	1,000.00
BRRmingham Blast – January 2027	2,500.00
General Spring Fashion – May 2027	1,500.00
General Summer – June 2027	3,000.00
Farmers Market – June 2027	<u>1,000.00</u>

### FYE 2027 TOTAL

**\$30,500.00**

# Sponsorship Application

COMPLETE

#13

The Birmingham Shopping District (BSD) is currently accepting sponsorship applications for 2025. Applications are reviewed twice per year - March and September. Please read the outline of our sponsorship policy below to learn more.

[SPONSORSHIP POLICY](https://ctycms.com/mi-birmingham/docs/1703011673-sponsorship-policy.pdf)

The application deadline is February 15 for March approval and August 15 for September approval. Applications will be reviewed by the Birmingham Shopping District Board at the March and October Board Meetings. Organizations will be informed of the decision within one week of each aforementioned Board Meeting.

The Birmingham Shopping District has no obligation to accept any particular request. Support will be reviewed and approved the BSD Board based upon the criteria in the Sponsorship Policy adopted December 9, 2023.

## CREATED



PUBLIC

Nov 6th 2025, 12:30:54 pm

## IP ADDRESS



68.55.110.41

### \* Organization Name

Junior League of Birmingham, MI

### \* Address

220 S Main Street

Suite 36

Royal Oak

MI

48067

United States

### \* Contact Name

Lisa Smith

### \* Phone Number

5172144909

### \* Contact Email

[funddevelopment@jlbham.org](mailto:funddevelopment@jlbham.org)

### \* Tell us about your organization.

The Junior League of Birmingham, MI is an organization of women whose mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training.

Our membership demographics are as diverse as our community. While Birmingham is in our name, our members hail from over 38 different cities across the county. We are employees, business women, and stay at home moms. A large percentage of our members are also active and board members on many other local non-profits. However, the one thing we have in common - we are all female leaders within our communities.

**\* What is your target market?**

Oakland County Women/Residents

**\* What is the community benefit or need of your organization?**

The Junior League of Birmingham, MI helps support women in crisis within Oakland County. We have established a grant where we have partnered with the likes of Haven, Lighthouse and Habitat for Humanity and many others within Oakland County to provide resources to ensure these organizations thrive. Members have done everything from help build houses, provide monthly breakfasts to residents, provide supplies/drives, and much more.

We are an organization that helps build women to leaders of Oakland County through training programs, volunteer opportunities and sisterhood.

**\* What do you need from the Birmingham Shopping District? Financial or In-Kind?**

The Junior League of Birmingham is looking for support in two ways and we are open to discussion on what may be the best partnership with Birmingham Shopping District - 1. a sponsorship of our league year or 2. in-kind donations that we can use as part of our silent auctions at events like Little Black Dress in March

**\* What is the date of the event? What additional support do you need from the BSD?**

We have events all throughout the league year but our biggest event where we need sponsors/donations is March 7, Little Black Dress Brunch at the Community House in Birmingham.

**\* How does your event/project fit within the Birmingham Shopping District's core values, strategic plan, and overall vision for Downtown Birmingham?**

We are an organization grounded in Oakland County where we strive to build leaders in the community and support those in need. We are rooted in Birmingham but have members from all over Oakland County

**Upload any supplementary files**

jlb\_sponsorship\_package\_20252026.pdf

# Sponsorship Application

COMPLETE

#14

The Birmingham Shopping District (BSD) is currently accepting sponsorship applications for 2026. Applications are reviewed twice per year - March and September. Please read the outline of our sponsorship policy below to learn more.

[SPONSORSHIP POLICY](https://ctycms.com/mi-birmingham/docs/1703011673-sponsorship-policy.pdf)

The application deadline is February 15 for March approval and August 15 for September approval. Applications will be reviewed by the Birmingham Shopping District Board at the March and October Board Meetings. Organizations will be informed of the decision within one week of each aforementioned Board Meeting.

The Birmingham Shopping District has no obligation to accept any particular request. Support will be reviewed and approved the BSD Board based upon the criteria in the Sponsorship Policy adopted December 9, 2023.

## CREATED



PUBLIC

Feb 3rd 2026, 8:33:01 am

## IP ADDRESS



96.94.130.177

### \* Organization Name

The Rainbow Connection

### \* Address

621 W. University

Rochester

MI

48307

United States

### \* Contact Name

Claire South

### \* Phone Number

2488845572

### \* Contact Email

[csouth@rainbowconnection.org](mailto:csouth@rainbowconnection.org)

### \* Tell us about your organization.

The Rainbow Connection grants wishes and provides support services to Michigan children battling life-threatening illnesses, We believe in standing by our wish families every stop of the way. We are there for them before, during and after their wish, offering unwavering support and care. In 2025, we celebrated our 40th anniversary and reached our milestone 4500th wish.

### \* What is your target market?

Our target audience includes engaged, community-minded professionals and business leaders from Southeast Michigan who are passionate about giving back. Attendees typically include corporate partners, local business owners, medical professionals, philanth

**\* What is the community benefit or need of your organization?**

Our organization addresses a critical community need by supporting children and families facing serious medical challenges. When a child is battling a life-threatening illness, the emotional, financial, and mental strain on the entire family is overwhelming.

We provide meaningful experiences, resources, and ongoing support that restore hope, reduce stress, and allow families to focus on what matters most — time together and healing. By serving families locally, we strengthen the community by offering compassion, stability, and joy during some of their most difficult moments.

**\* What do you need from the Birmingham Shopping District? Financial or In-Kind?**

We would greatly appreciate support in either form. In-kind donations (such as gift cards, Birmingham Bucks or experiences from district businesses) are invaluable for our fundraising events, help engage the community in a meaningful way and would be used in either our silent or live auction at Dream Makers Ball. Financial support allows us to directly fund wishes and programs for local families

**\* What is the date of the event? What additional support do you need from the BSD?**

Dream Maker's Ball takes place on May 2, 2026. Beyond a financial contribution or in-kind donation, ongoing engagement, advocacy, and connection to our mission help us make an even greater impact.

**\* How does your event/project fit within the Birmingham Shopping District's core values, strategic plan, and overall vision for Downtown Birmingham?**

Our mission aligns with the Birmingham Shopping District's values of community enrichment and social responsibility. The project offers BSD businesses meaningful opportunities to support local families, strengthen community connections, and demonstrate Birmingham's leadership in philanthropy.

**Upload any supplementary files**

# YEAR-END MARKETING REPORT

JANUARY 1 - DECEMBER 31, 2025



## TOTAL BUDGET: ~\$149,750

Print, Digital, Broadcast, Social Media, Signage

Campaigns: BRRmingham Blast, Spring Stroll, Farmers Market, Movie Nights, DOTT, Birmingham Cruise, Art Walk, BirminghamBURGER, Holiday, Winter Markt, General



## IMPRESSIONS: ~14,010,000

- Notable partners: Beasley Media, iHeart Media, Birmingham City Lifestyle, WDIV, WXYZ, Little Guide, HOUR, Bureau Detroit
- Print Ads 22, Digital Ads 16, Radio Scripts 8, Social Influencers 9, Press Releases 12, Photoshoots 22, Articles/Interviews 4, Live TV 6



## SOCIAL MEDIA PERFORMANCE

- BSD Social Media: 4.7M Views, 52.6k Profile Visits (+26.9k%), 31.5k Interactions (+75%), 1.9k net new Facebook followers (+69%), 1.3k net new Instagram followers (+46%)
- Farmers Market Social Media: 313k Views, 30.9k Profile Visits (-24.7%), 3k Interactions (-24.7%), 380 net new Facebook followers (-44.2%), 1.2k net new Instagram followers (+20%).



## WEBSITE PERFORMANCE

- 211k Views (-25%), 0:31 Engagement Time, Top Five Pages: Calendar, Winter Markt, Home, Farmers Market, Shop.
- Email Sign-ups 596 (-1.9%).



## GOOGLE BUSINESS PROFILES

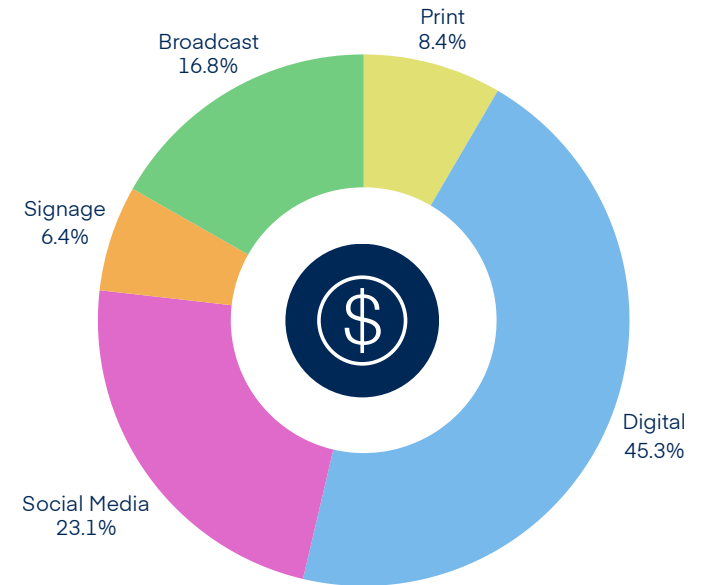
- BSD Google Business: 74,223 Views, Website Clicks 2,269
- Farmers Market Google Business: 60,964 Views, Website Clicks 7,671



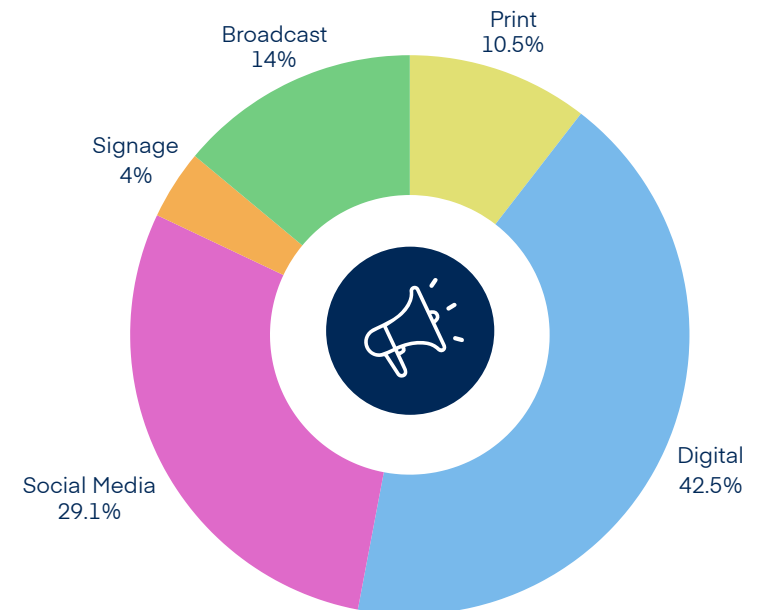
## HIGHLIGHTS

- Year-end increases in social media engagement are attributed to influencer campaigns, digital advertising volume/shift, and new tactics including retargeting, Google Business Profile, and content format.

## ADVERTISING SPEND



## ADVERTISING IMPRESSIONS



**JAN 25 2025**  
10A - 6P

**The BRRmingham Blast**

Zip Line, Food Trucks, Activities, Dine and Shop **FREE** parking in decks



**BIRMINGHAM**  
UPSCALE ON SALE

**DAY ON THE TOWN**



## Birmingham shopping district

Daily update · March 6, 2025

NEWS

### Local Event: Spring Stroll - Birmingham, MI Patch

Patch

Saturday April 12, 2025: The Birmingham Shopping District is excited to announce the highly anticipated Spring Stroll, an event that invites...

Facebook Twitter Email Print as irrelevant



**SPONSORS**

- bank of ann arbor BIRMINGHAM
- BMW of Bloomfield Hills  
www.bmwofbloomfieldhills.com  
248-965-4774
- CHICKPEA HOSPITALITY
- PERSPIRE
- ENOW

**EVERY SUNDAY**  
MAY 4 THRU OCT. 26  
9 AM - 2 PM

LOCAL PRODUCE & PLANTS • ORGANIC OPTIONS  
ARTISAN GOODS • FRESH FOOD  
LIVE MUSIC • SPECIAL EVENTS • KIDS ZONE



ALLINBirmingham.com/farmersmarket



660 N. OLD WOODWARD



**Save the Date! Outdoor I**  
June 30, 2025, 3:15 PM  
ID: 1016214207333965

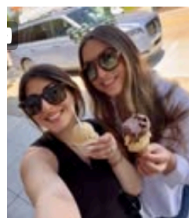
**Interactions**

30 reactions 3 comments

Overview Performance Feed preview

### Performance

Overview	Views	Reach	Interactions
	15,886	11,957	36



Boost unavailable

**I had the best day shopping in downtown Birmingham**  
May 22, 2025, 9:17 AM  
ID: 18086487139642157

**Interactions**

551 likes 65 comments

view Performance Feed preview

### Performance

Overview	Views	Reach	Interactions	Watch time
vs 0	2,130	--	754	--

**HOLIDAY EVENTS**  
2025

UNIQUE GIFTS  
SANTA HOUSE  
CARRIAGE RIDES  
GIVEAWAYS & MORE

**BIRMINGHAM**  
SHOPPING DISTRICT

FREE 2-HR PARKING IN DECKS



**Marketing and Advertising Committee Meeting Minutes**

**151 Martin Street, Commission Room**

**February 11, 2026**

**In Attendance:** J. Lundberg, S. Wolf, Z. Kay, S. Hunter, J. Leavy

**Absent:** A. Pohlod, C. Quezada, B. Boucher, E. Bassett

**Public/Guest:** Melissa Mark

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

**Approval of Minutes:**

Motion by Kay seconded by Wolf, to approve the minutes dated January 14, 2026. All ayes, motion passed.

**Public Comment:** Melissa Mark inquired about the selection of influencers for social media. She also inquired whether parking was sufficient within the municipal garages and on West Maple Road.

**2025 Year End Marketing Report**

Hunter shared the 2025 Year-End Marketing Report, which includes results and analytics for social media, the BSD website and Google Business performance for campaigns and events throughout 2025.

**Advertising Proposals**

Hunter presented the proposed advertising contracts for iHeart, Beasley, and Audacy for committee review. Motion by Kay, seconded by Wolf to approve the Audacy contract and recommend the iHeart and Beasley contracts for Board approval. All ayes, motion passed.

**Birmingham City Lifestyle Spring Feature Planning**

The committee discussed the May publication for Birmingham City Lifestyle for the Spring Feature. They agreed they would consider it further.

**2026 Social Influencer**

It was discussed using new social media Influencers for 2026 and working with partners for their suggestions.

The meeting ended at 9:30 a.m.

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

**Maintenance/Capital Improvement Committee Meeting Minutes**  
**151 Martin Street Conference Rooms 202 & 203**  
**February 10, 2025**

**Members in Attendance:** Sarvy Lipari (Chair), Michele Taddei, Bill Roberts  
**Members Absent:** Steve Quintal, Amy Pohlod, Doug Fehan  
**Staff Present:** Erika Bassett, Melinda Comerford  
**Guests:** Brad McNab, Brendan McGaughey

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

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

**Public Comment:** No public comment.

**Willits Alley Update**

Bassett reported that she met with the Public Arts Board and that they are interested in collaborating on public art on the city property in the alley. Bassett met with the city's engineering team to evaluate the space. Engineering will provide exact measurements of the space and is also working with DTE and others to identify underground utilities and available power sources in the area. Additionally, Engineering has requested decorative light fixture possibilities from DTE for the existing light poles in the alley.

**Holiday Tree Replacement**

McNab presented the RFP responses for the holiday tree. Height options included 42', 50', 58' and 70'. McNab to create a comparison spreadsheet to be sent to the committee to assist in the evaluation process.

The meeting adjourned at 9:15 a.m.

**Next Meeting:** Tuesday, March 10, 2026, at 8:30 a.m.

**Business Development Committee Meeting Minutes**  
**151 Martin Street, Conference Room 202**  
**February 24, 2026, at 8:30 a.m.**

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

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

**Public Comment:** None

**Approval of Minutes:** Motion by Surnow, seconded by Sharrak, to approve the minutes from January 27, 2026. All ayes. Motion passed.

**Business Recruitment and Retention**

- **Q1 Recruitment Strategy Goals:**
  - Business Mix Analysis: Bassett is working with McKenzie on an updated presentation in early 2026.
  - Broker Roundtable Planning: The committee approved the draft content presented by Bassett and Dupuis. Bassett advised that BSD staff is coordinating preparing the location, refreshments and other meeting logistics. The committee selected the date of March 25, 2026, with 4-6 p.m. timeframe.
- **Available Spaces Report:** The committee reviewed the report.
- **New Business Report:** The committee reviewed the report. Surnow advised that Rag & Bone should be added and would be opening soon.

**Committee Priorities for 2026**

- The committee agreed to finalize 2026 priorities after feedback from the Broker Roundtable event.

**Other Business**

- **Business Anniversary Program:** Bassett advised that Leavy is working on the preparing the recognition elements for the 2026 program.
- **Merchant Meeting Workshops:** Bassett is gathering content proposals to present to the committee.
- **Conferences:** Bassett participated in the Economic Development Panel at the February 3, 2026 Michigan Retail Conference. The committee will continue to evaluate conference opportunities in 2026.

Meeting adjourned at 9:41 a.m.

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

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

**MARCH 2026**

Office Occupancy Rate 91%

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>
SkinergyMD	373	Old Woodward, South	Medspa	02/24/26	Scheduled to Open
NME Management	700	Maple Road East, Suite 200	Real Estate	02/10/26	Scheduled to Open
Old Word Pizzeria	600	Old Woodward, North	Dining	01/29/26	Scheduled to Open
Rockefeller Fianancial	260	Brown Street, Suite 300	Financial	01/08/26	Scheduled to Open
Vie Real Estate	1025	Maple Road, East, Suite 201	Real Estate	11/20/25	Scheduled to Open
Veloura Beauty	363	Maple Road, East	Salon	11/20/25	Scheduled to Open
J.Jill	284	Maple Road, West	Apparel	11/18/25	Scheduled to Open
Rag & Bone	106	Old Woodward, South	Apparel	10/20/25	Scheduled to Open
Vuori	100	Old Woodward, South	Apparel	10/20/25	Scheduled to Open
Kaishin Izakaya	176	Old Woodward, South	Dining	10/13/25	Scheduled to Open
eFiore	115	Willits Street	Dining	10/13/25	Scheduled to Open
Design Within Reach	214	Maple Road, West	Furniture	09/24/25	Scheduled to Open
Hudson Avenue Partners	205	Pierce Street, Suite 99 LL	Investment Bank	07/28/25	Scheduled to Open
Besos	239	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
Crain Homes	260	Martin Street	Real Estate	02/17/26	Opened
Better Burgers	35075	Woodward Avenue	Dining	02/17/26	Opened
Everliv Health	300	Maple Road East, Suite 340	Medical	02/16/26	Opened
Brightmont Academy	746	Maple Road, East	Education	02/10/26	Opened
w3r Consulting	330	Hamilton Row, Suite 200	Business Services	02/10/26	Opened

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

**MARCH 2026**

Office Occupancy Rate 91%

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>
Ideal Medical Massage	630	Old Woodward, North, Suite 303	Medical	11/01/25	Opened
Ernesta	138	Maple Road, West	Home Furnishings	01/06/26	Opened
Snap Taco	126	Old Woodward, South	Dining	12/16/25	Opened
mane collab	730	Old Woodward, North	Salon	06/17/25	Opened
Highline Trading	135	Old Woodward, North	Jeweler	11/20/25	Opened
Birmingham Sport and Spine	280	Old Woodward, North, Suite 105	Medical	11/19/25	Opened
RH Gallery	300	Old Woodward, South	Home Furnishings	11/21/25	Opened
Redvanly	203	Maple Road, East	Mens Apparel	11/15/25	Opened
FS8	34000	Woodward Avenue	Health & Fitness	11/05/25	Opened
Elsa Arms, Estate & Couture	34164	Woodward Avenue, Suite 309	Furniture & Apparel	11/01/25	Opened
Danyal Israil Dental	720	Old Woodward, North	Dental	10/02/25	Opened
Reiki Euphoria	149	Pierce Street	Health & Wellness	10/01/25	Opened
St. Roger Abbey	215	Old Woodward, North	Bakery	09/27/25	Opened
Forward Commercial Group	240	Martin Street, Suite 200	Real Estate	09/24/25	Opened
CLEO Skin + Laser	670	Old Woodward, South	Medical Spa	09/16/25	Opened
Read My Lips	768	Old Woodward, North	Gift & Specialty	09/16/25	Opened
Playful Pathways	800	Old Woodward North	Medical	09/13/25	Opened
Metta & Moxie	800	Old Woodward North, Suite 210	Medical	09/13/25	Opened
Half-Moon Outfitters	34288	Woodward Avenue	Apparel , Sporting Goods	07/10/25	Opened
Yumiis	205	Maple Road, East	Food Specialties	07/15/25	Opened
Pure Glow	282	Maple Road, West	Salon	07/24/25	Opened
Shock Gelato	335	Maple Road, East	Food Specialties	07/17/25	Opened
Senior Simon	187	Old Woodward, South, Suite 208	Business Services	07/15/25	Opened

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

**MARCH 2026**

Office Occupancy Rate 91%

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>
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
Air Sculpt	555	Old Woodward, South, Suite 500	Medical	03/11/25	Opened
Teuta	168	Maple Road, West	Dining	03/10/25	Opened

## Executive Committee Meeting Minutes

Birmingham City Hall, 151 Martin Street, Conference Room 202

March 4, 2026, at 8:30 a.m.

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

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

**Approval of Minutes:** Motion by Fehan, seconded by Ecker, to approve the minutes dated January 28, 2026. All ayes, motion passed.

**Public Comment:** None

### Board Anticipated Action Items and Presentations:

- **iHeart Media Contract:** The committee reviewed the iHeart Media Advertising Services Agreement for fiscal year 2027. Bassett reported that the agreement was \$3,100.02 less than the agreement for fiscal year 2026.
- **Beasley Media Contract:** The committee reviewed the Beasley Media Advertising Services Agreement for fiscal year 2027. Bassett reported that the agreement was the same as the agreement for fiscal year 2026.
- **Sponsorship Requests:** The committee reviewed sponsorship requests from Rainbow Connection and the Junior League of Birmingham.
  - The Rainbow Connection is requesting a silent auction item for their upcoming Dream Makers Ball fundraising event. The committee recommends the BSD Board review the request.
  - The Junior League of Birmingham is requesting a silent auction donation for their Little Black Dress fundraising event on March 7, 2026. Due to the timing of this event and its relation to the BSD Board meeting, the committee approved a donation basket valued at \$200, to include various 48009-branded items and \$150 in Birmingham Bucks. Motion by Ecker, seconded by Kay to approve the sponsorship request to include a basket valued at \$200, as specified above. All ayes, motion passed.
- **Year End Marketing Report:** Bassett presented the 2025 Marketing Year End Report. Fehan inquired why website traffic was down 25%. Bassett reported that this was expected due to the transition to the new web domain and rebuilding organic SEO. Additionally, Bassett reported that social media and the AI display with internet searching is replacing some need to visit websites in general, which may also be impacting the traffic.

**Committee Updates:** Wolf, Kay and Pohlod provided committee updates to the group.

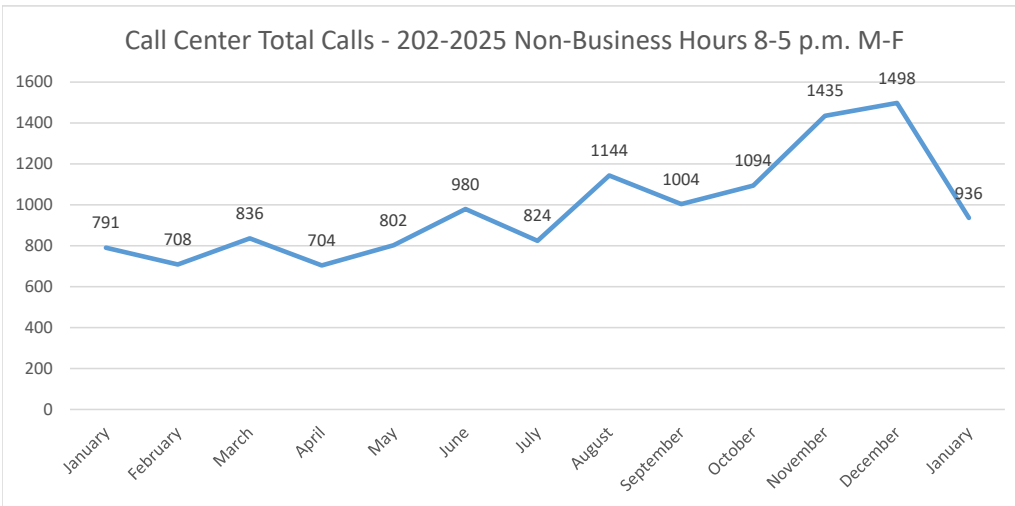
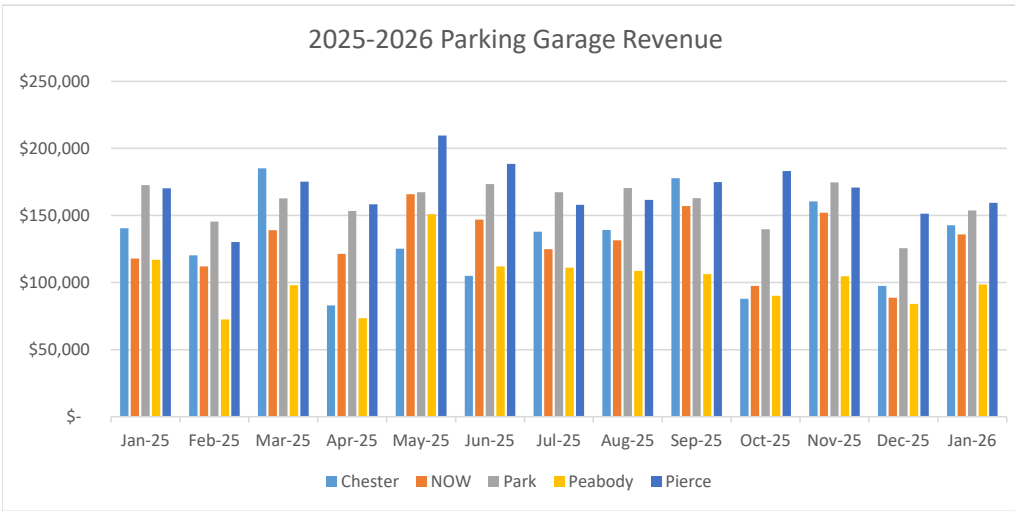
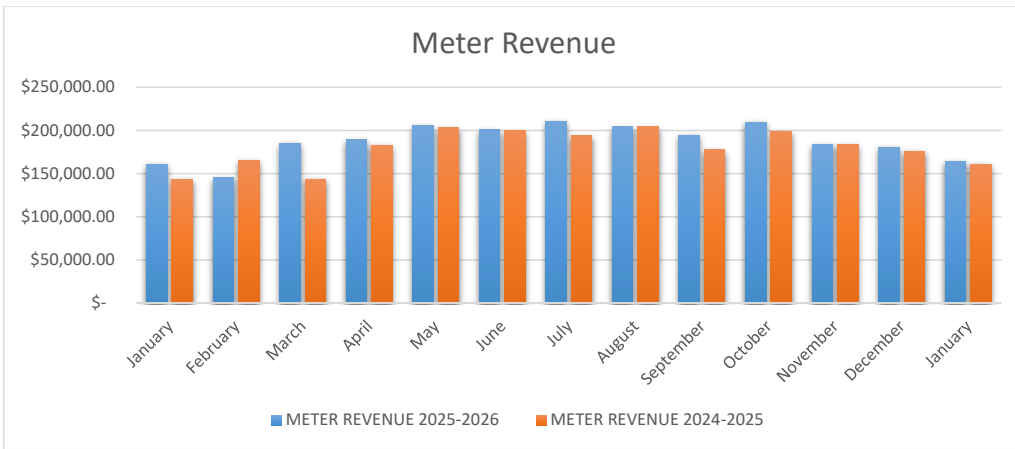
### Updates:

- **Assessment Renewal:** Pohlod reported that she met with Bassett, Ecker, Finance Director Chavez and Treasurer Katz to review the assessment process for the upcoming renewal.

Meeting adjourned at 9:28 a.m.

**NEXT MEETING:** Wednesday, April 1, 2026, at 8:30 a.m.

DRAFT



MONTHLY PARKING PERMITS SOLD					
	Chester	N. Old Woodward	Park	Peabody	Pierce
<b>Unreserved</b>	1350	970	1011	538	857
<b>Evening</b>	7	16	12	12	27
<b>Total</b>	1357	986	1023	550	884

Call History  
JANUARY 2026

Facility	(All)
Row Labels	Count of Reason
02-Credit Card Payment	64
03-Cash Payment	8
04-Invalid Ticket / Ticketless Options	64
05-Invalid Validation	13
06-Assistance On Site	6
07-Lost Ticket	24
08-Ghost Call	321
09-Vendor	10
10-Receipt	1
11-Equipment Issue	66
13-Monthly	150
16-Network - Audio/Video Issue	128
17-Insufficient Funds	16
24-General Information	28
25-Previous Call Vend	3
CSR Transfer	1
DISCONNECTED	33
<b>Grand Total</b>	<b>936</b>

Facility	City of Birmingham Michigan - Old North Woodward
Row Labels	Count of Reason
02-Credit Card Payment	15
03-Cash Payment	4
04-Invalid Ticket / Ticketless Options	11
05-Invalid Validation	2
06-Assistance On Site	2
07-Lost Ticket	3
08-Ghost Call	68
09-Vendor	4
10-Receipt	1
11-Equipment Issue	6
13-Monthly	40
16-Network - Audio/Video Issue	28
17-Insufficient Funds	1
24-General Information	3
25-Previous Call Vend	2
DISCONNECTED	3
<b>Grand Total</b>	<b>193</b>

Facility	City of Birmingham Michigan - Peabody Garage
Row Labels	Count of Reason
02-Credit Card Payment	11
03-Cash Payment	1
04-Invalid Ticket / Ticketless Options	27
05-Invalid Validation	2
06-Assistance On Site	2
07-Lost Ticket	6
08-Ghost Call	65
09-Vendor	1
11-Equipment Issue	24
13-Monthly	10
16-Network - Audio/Video Issue	17
17-Insufficient Funds	4
24-General Information	13
DISCONNECTED	12
<b>Grand Total</b>	<b>195</b>

Facility	City of Birmingham Michigan - Chester St Garage
Row Labels	Count of Reason
04-Invalid Ticket / Ticketless Options	4
05-Invalid Validation	2
07-Lost Ticket	1
08-Ghost Call	27
09-Vendor	1
11-Equipment Issue	3
13-Monthly	20
16-Network - Audio/Video Issue	13
24-General Information	2
25-Previous Call Vend	1
DISCONNECTED	1
<b>Grand Total</b>	<b>75</b>

Facility	City of Birmingham Michigan - Park St. Garage
Row Labels	Count of Reason
02-Credit Card Payment	14
03-Cash Payment	1
04-Invalid Ticket / Ticketless Options	9
05-Invalid Validation	6
07-Lost Ticket	4
08-Ghost Call	49
11-Equipment Issue	14
13-Monthly	24
16-Network - Audio/Video Issue	19
24-General Information	3
DISCONNECTED	4
<b>Grand Total</b>	<b>147</b>

Facility	City of Birmingham Michigan - Pierce Garage
Row Labels	Count of Reason
02-Credit Card Payment	24
03-Cash Payment	2
04-Invalid Ticket / Ticketless Options	13
05-Invalid Validation	1
06-Assistance On Site	2
07-Lost Ticket	10
08-Ghost Call	112
09-Vendor	4
11-Equipment Issue	19
13-Monthly	56
16-Network - Audio/Video Issue	51
17-Insufficient Funds	11
24-General Information	7
CSR Transfer	1
DISCONNECTED	13
<b>Grand Total</b>	<b>326</b>

# FREE PARKING REPORT

## December 2025

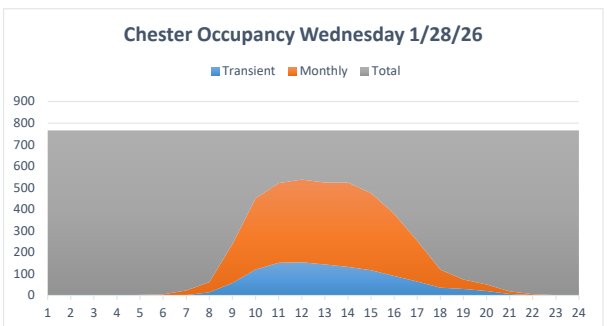
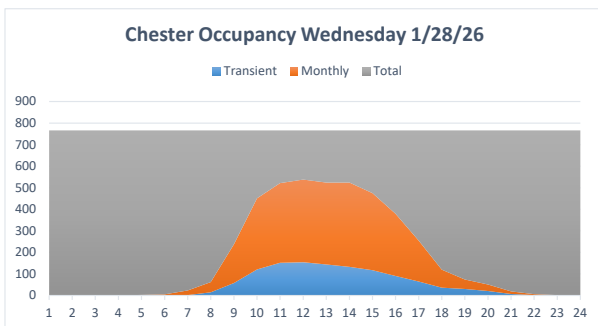
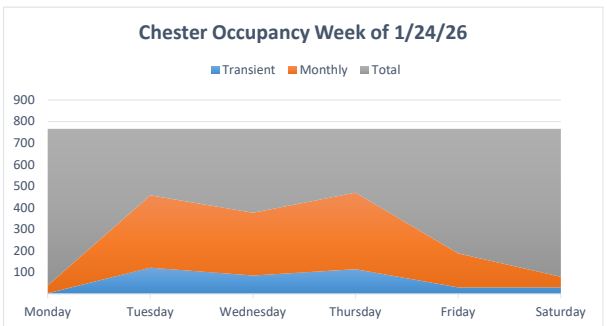
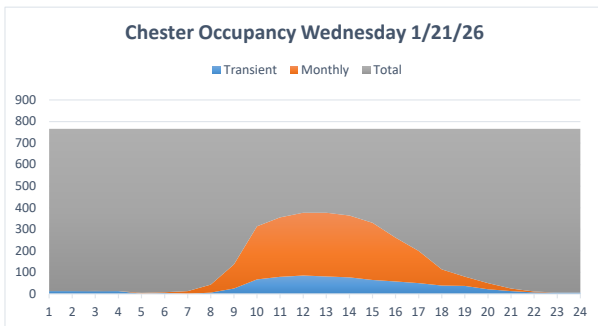
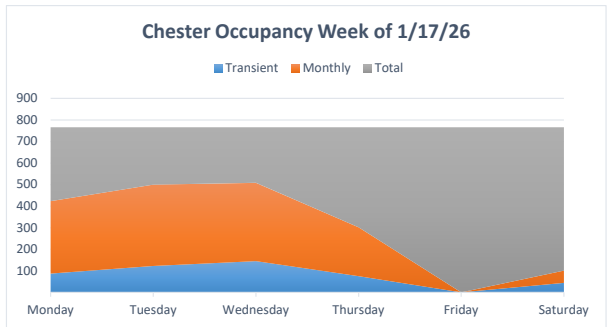
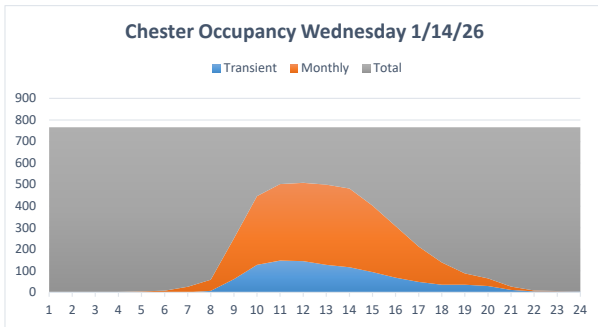
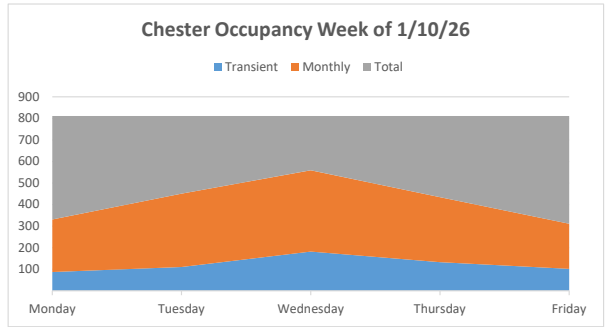
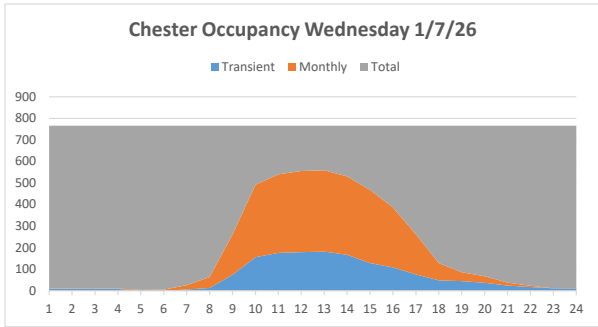
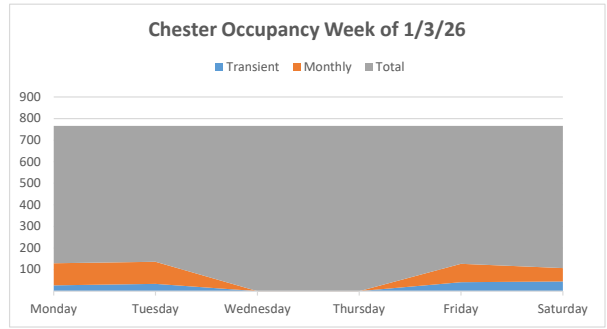
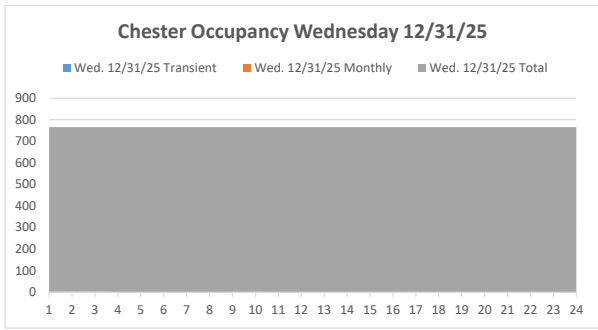
GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE VEHICLES
CHESTER	4,859	2,756	\$12,766.00	57%
OLD WOODWARD	13,815	7,110	\$42,494.00	51%
PARK	21,124	9,446	\$65,290.00	45%
PEABODY	22,582	12,583	\$50,641.00	56%
PIERCE	24,435	10,751	\$81,148.00	44%
<b>TOTALS</b>	<b>86,815</b>	<b>42,646</b>	<b>\$252,339.00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

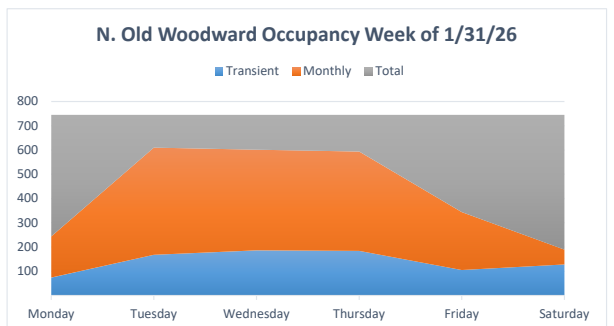
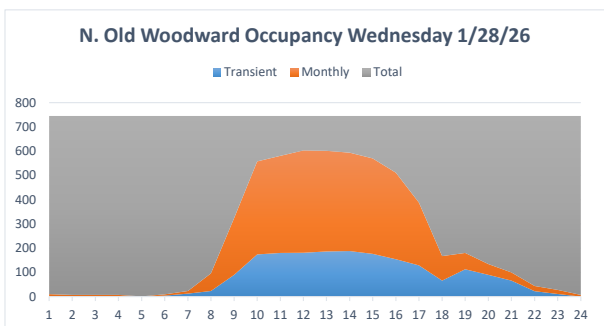
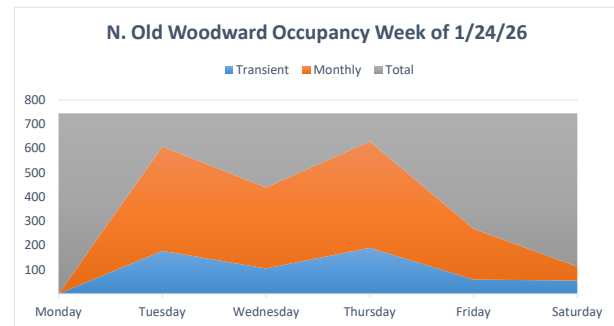
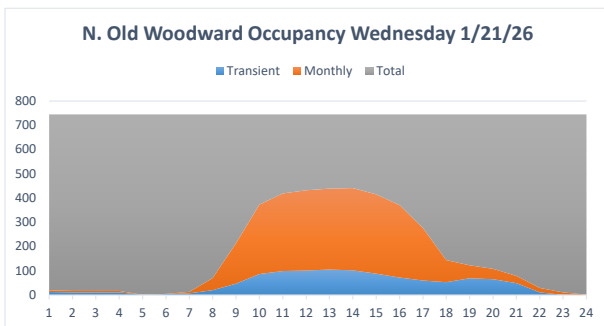
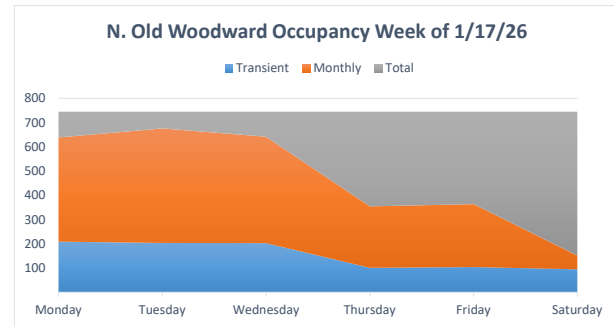
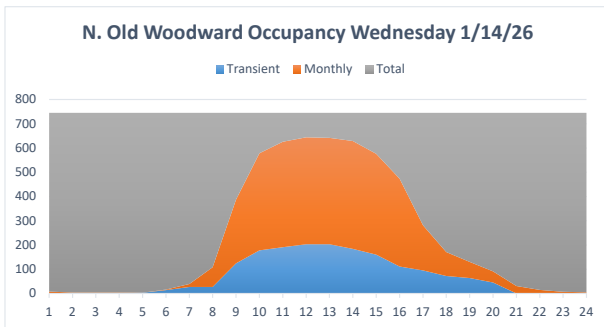
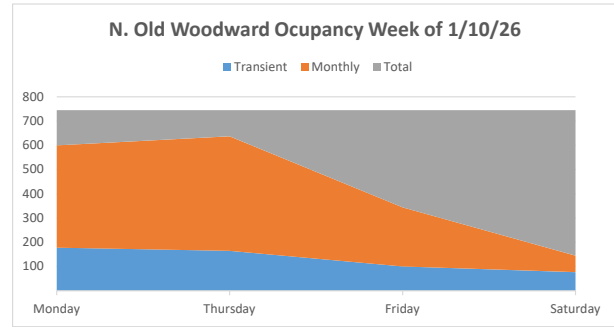
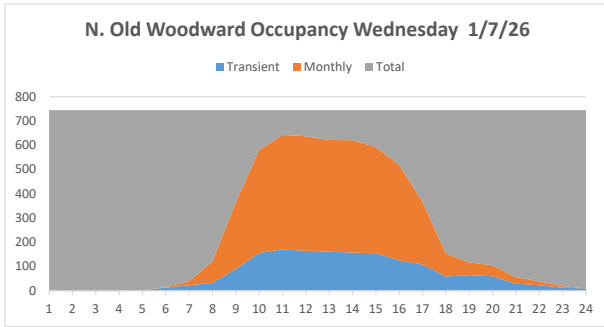
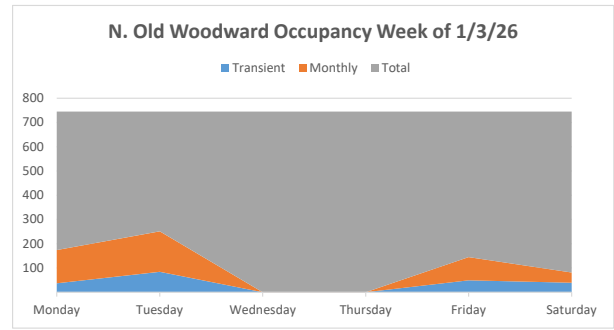
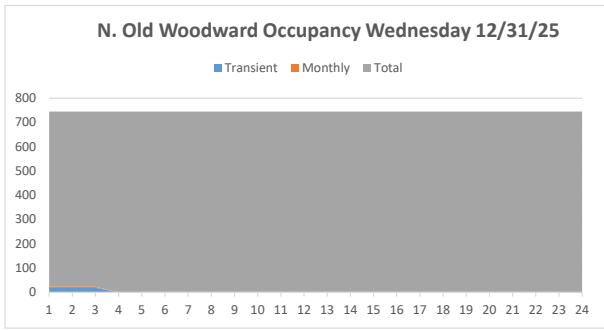
Paying cars	Rate per
2,103	\$6.07
6,705	\$6.34
11,678	\$5.59
9,999	\$5.06
13,684	\$5.93
	<b>\$5.80</b>

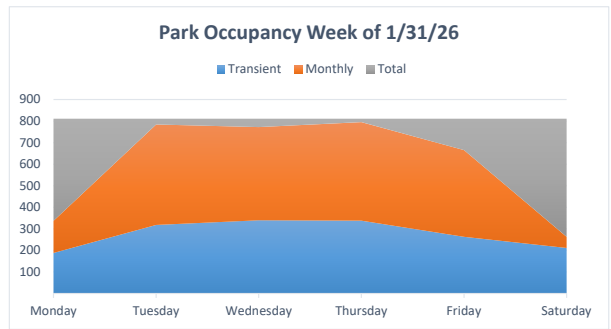
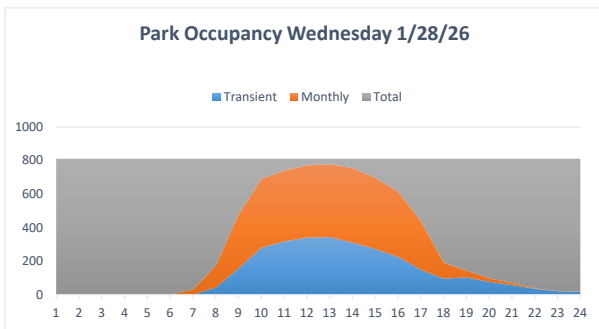
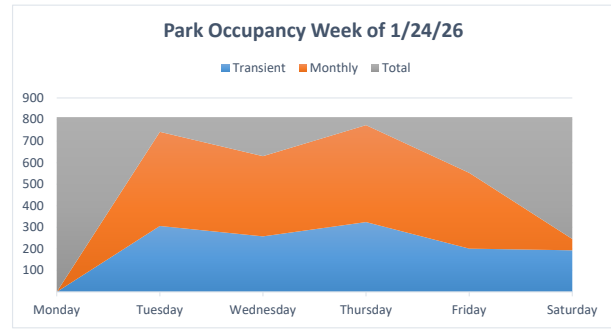
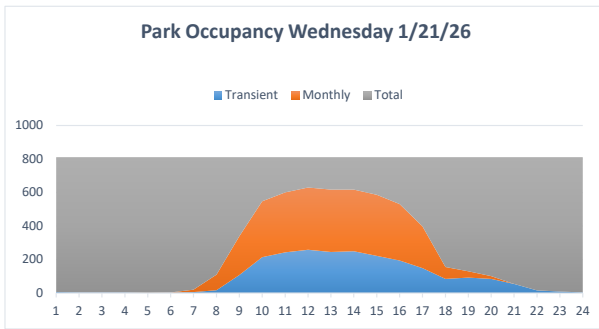
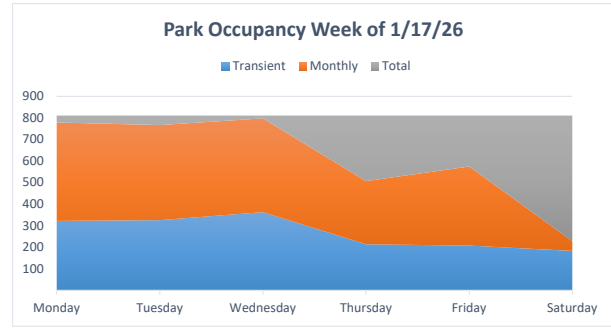
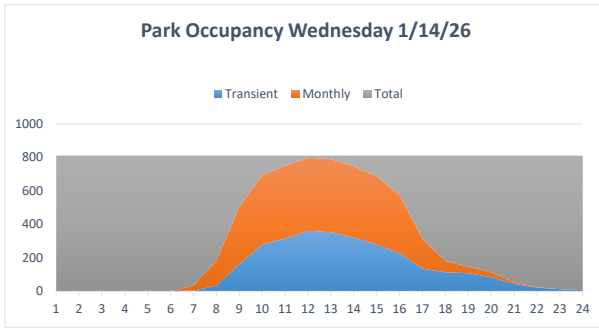
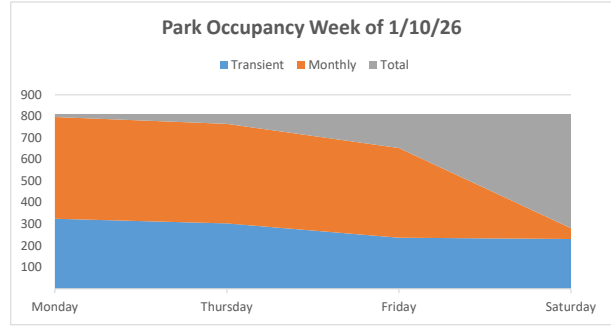
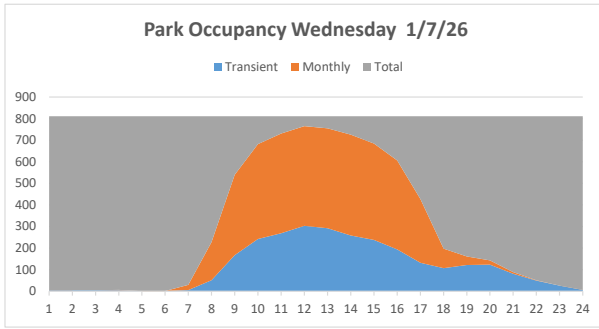
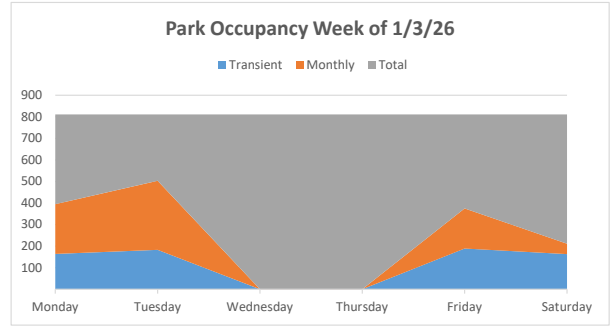
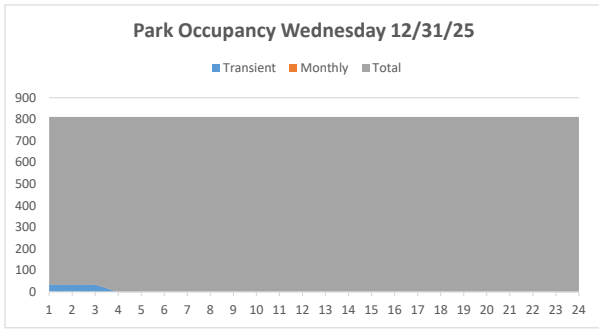
## January 2026

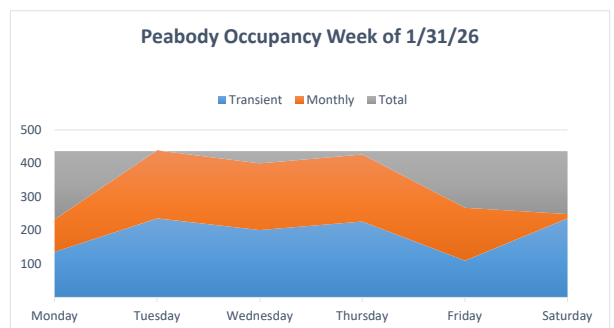
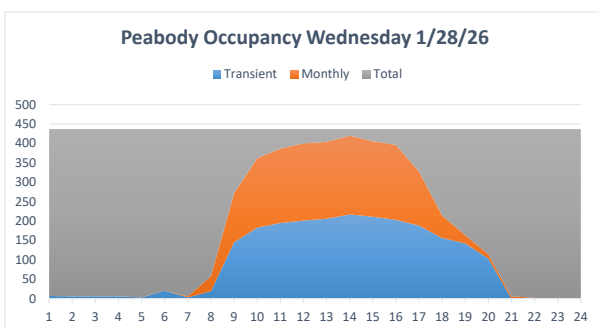
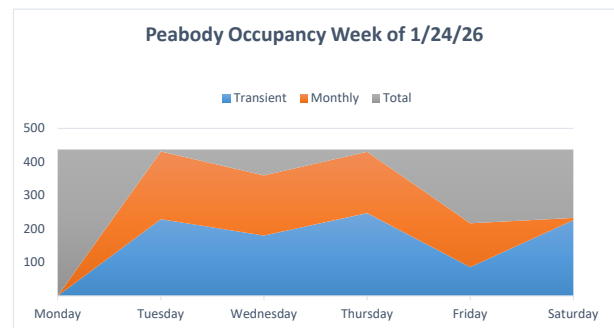
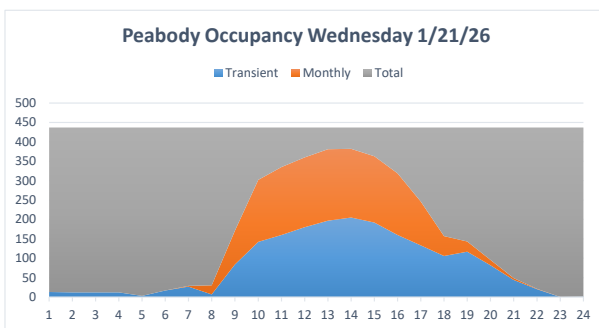
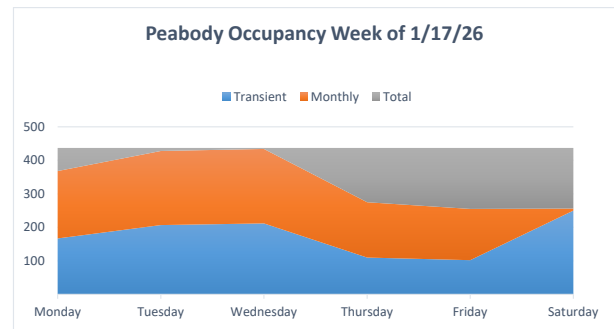
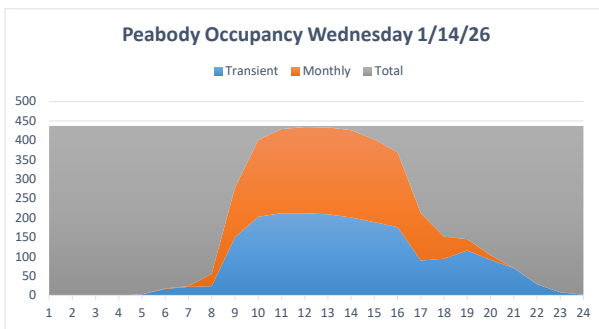
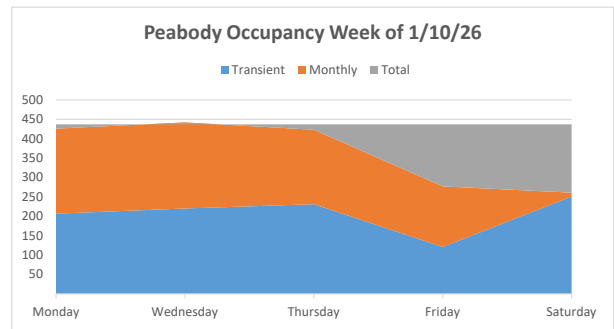
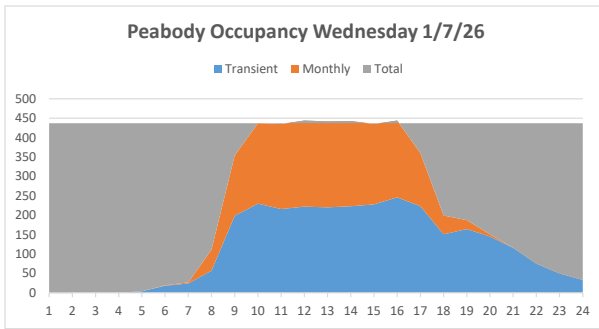
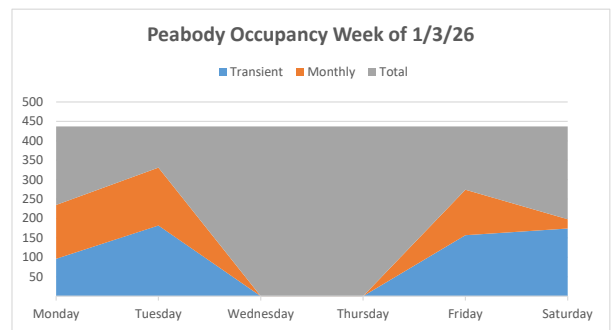
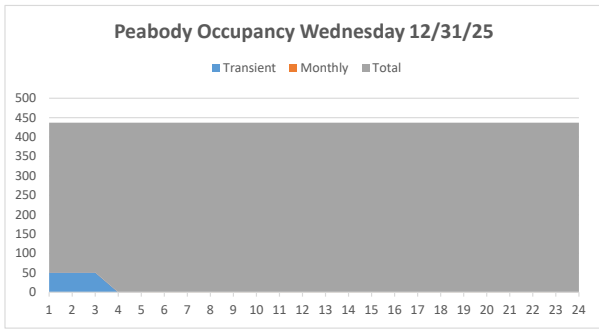
GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE VEHICLES
CHESTER	4,634	1,842	\$18,532.00	40%
OLD WOODWARD	12,896	6,663	\$42,400.00	52%
PARK	19,119	8,552	\$64,140.00	45%
PEABODY	21,381	12,166	\$50,180.00	57%
PIERCE	19,675	8,100	\$74,557.00	41%
<b>TOTALS</b>	<b>77,705</b>	<b>37,323</b>	<b>\$249,809.00</b>	<b>48%</b>

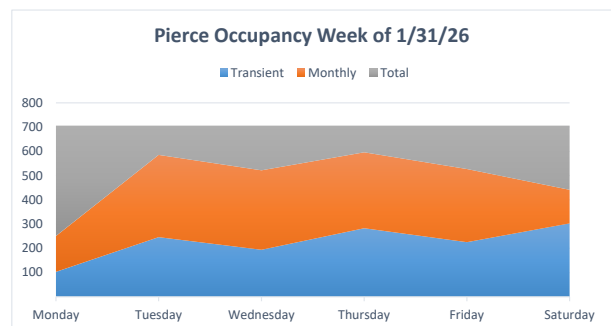
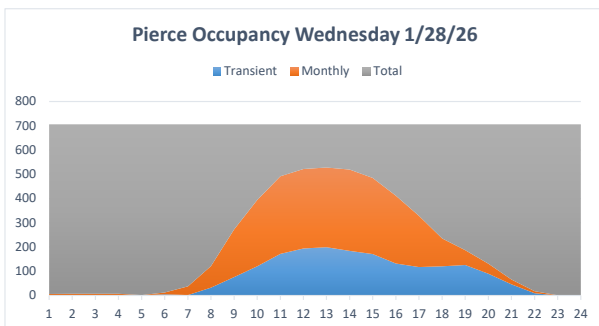
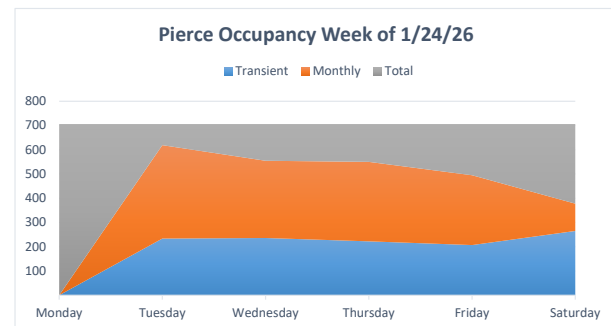
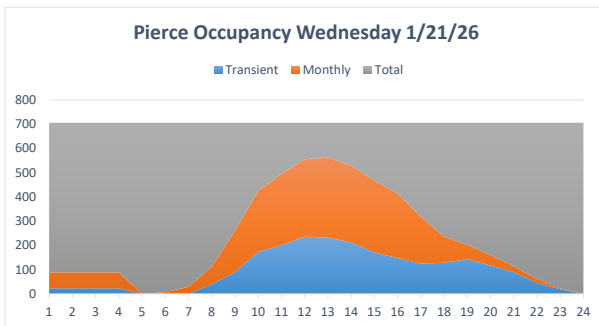
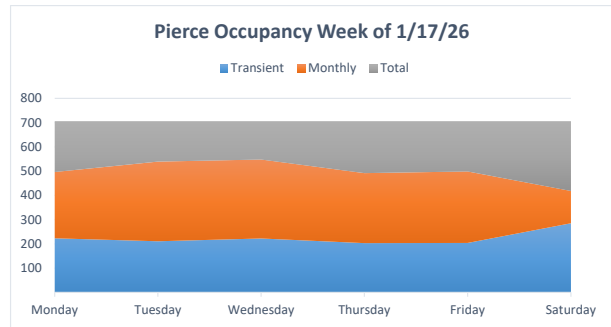
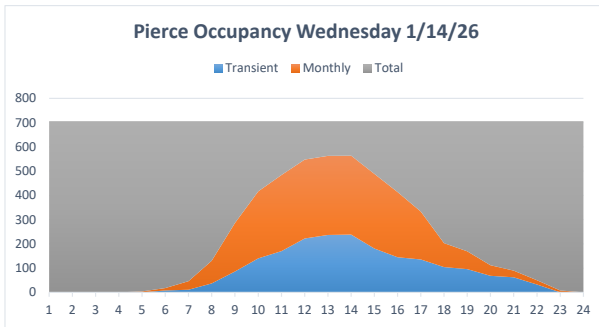
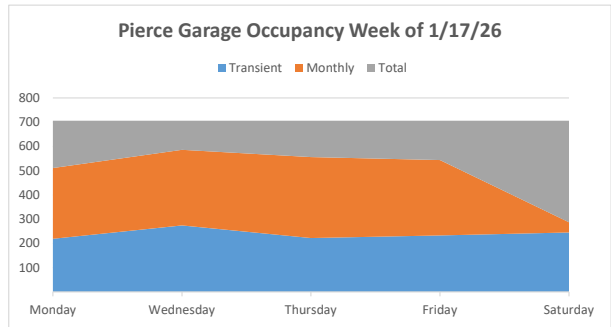
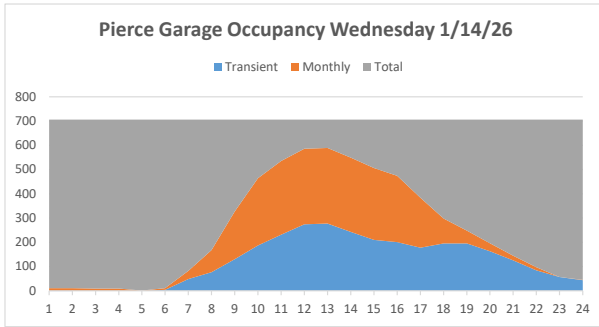
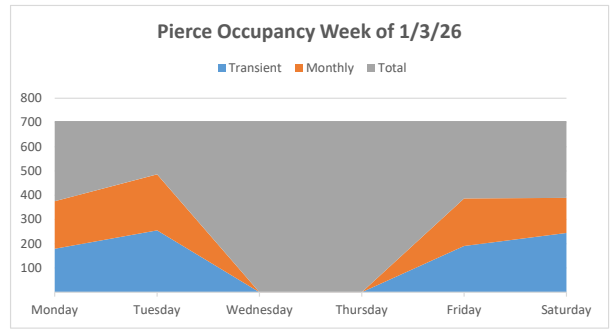
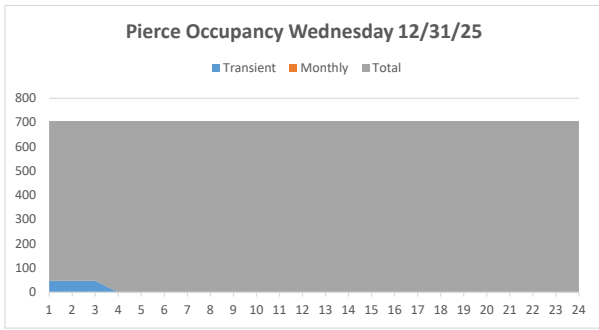
Paying cars	Rate per
2,792	\$6.64
6,233	\$6.80
10,567	\$6.07
9,215	\$5.45
11,575	\$6.44
	<b>\$6.28</b>





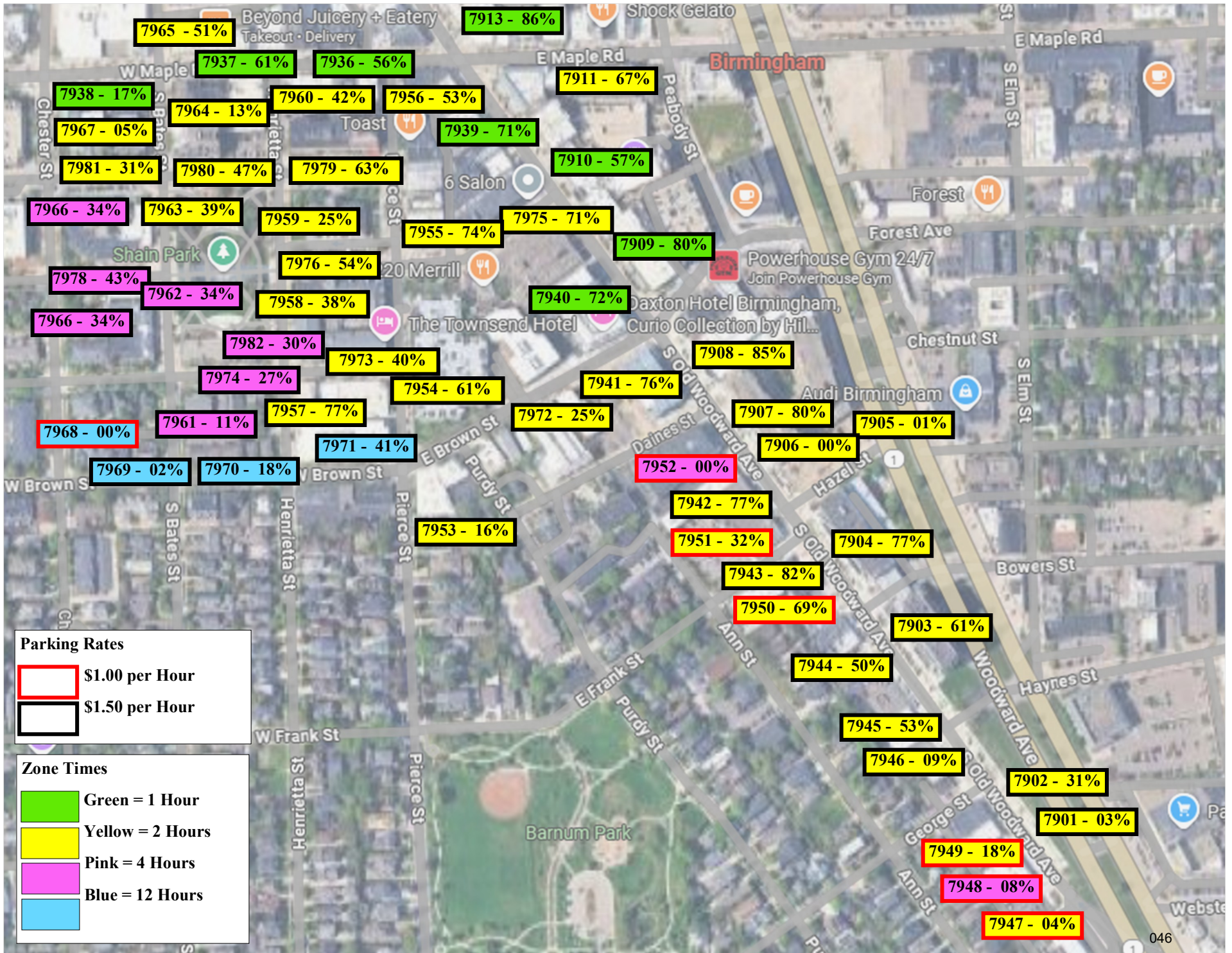


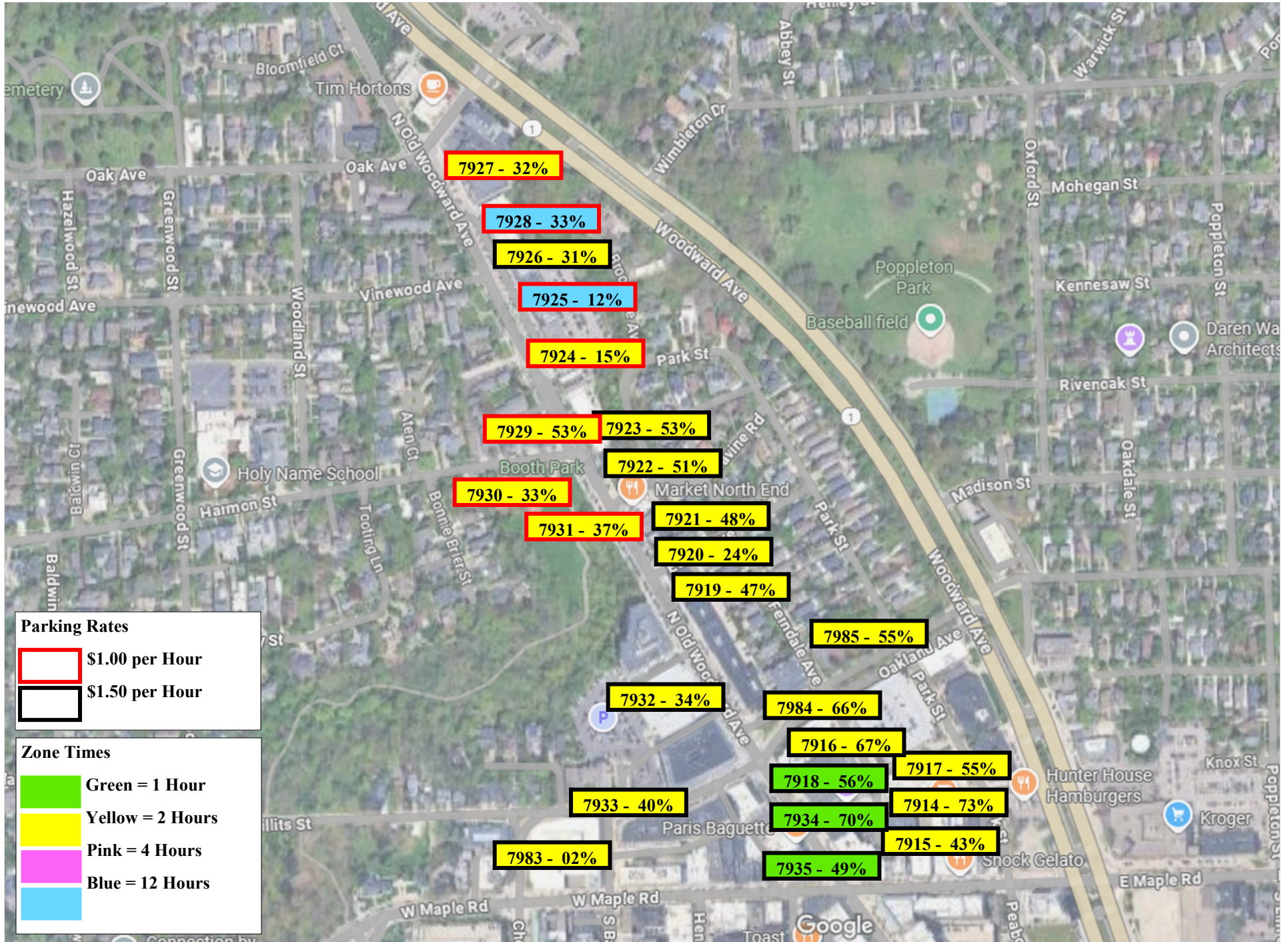




January Meter Occupancy by Minutes and Zone

Row Labels	Sum of Minutes@Total	# of Metered Spaces	Hours Per Day	Days Per Month	Minutes Per Hour	Total Minutes	% Full
7901	7,610.00	13	12	25	60	234,000.00	3%
7902	27,959.20	5	12	25	60	90,000.00	31%
7903	132,730.77	12	12	25	60	216,000.00	61%
7904	68,889.57	5	12	25	60	90,000.00	77%
7905	847.00	5	12	25	60	90,000.00	1%
7906	30.00	2	23	25	60	69,000.00	0%
7907	100,714.40	7	12	25	60	126,000.00	80%
7908	45,900.13	3	12	25	60	54,000.00	85%
7909	243,726.18	17	12	25	60	306,000.00	80%
7910	144,088.55	14	12	25	60	252,000.00	57%
7911	230,051.27	19	12	25	60	342,000.00	67%
7913	108,806.08	7	12	25	60	126,000.00	86%
7914	370,091.32	28	12	25	60	504,000.00	73%
7915	46,707.10	6	12	25	60	108,000.00	43%
7916	72,495.35	6	12	25	60	108,000.00	67%
7917	148,793.00	15	12	25	60	270,000.00	55%
7918	110,191.73	11	12	25	60	198,000.00	56%
7919	237,078.62	28	12	25	60	504,000.00	47%
7920	13,133.55	3	12	25	60	54,000.00	24%
7921	68,712.40	8	12	25	60	144,000.00	48%
7922	18,185.25	2	12	25	60	36,000.00	51%
7923	189,235.50	20	12	25	60	360,000.00	53%
7924	146,887.60	53	12	25	60	954,000.00	15%
7925	229,511.92	107	12	25	60	1,926,000.00	12%
7926	375,050.85	68	12	25	60	1,224,000.00	31%
7927	23,169.58	4	12	25	60	72,000.00	32%
7928	206,579.85	35	12	25	60	630,000.00	33%
7929	67,102.17	7	12	25	60	126,000.00	53%
7930	64,661.65	11	12	25	60	198,000.00	33%
7931	326,182.93	49	12	25	60	882,000.00	37%
7932	105,341.02	17	12	25	60	306,000.00	34%
7933	196,591.80	27	12	25	60	486,000.00	40%
7934	163,870.33	13	12	25	60	234,000.00	70%
7935	26,236.33	3	12	25	60	54,000.00	49%
7936	121,548.58	12	12	25	60	216,000.00	56%
7937	186,837.33	17	12	25	60	306,000.00	61%
7938	24,881.62	8	12	25	60	144,000.00	17%
7939	192,461.68	15	12	25	60	270,000.00	71%
7940	141,583.28	11	12	25	60	198,000.00	72%
7941	109,957.47	8	12	25	60	144,000.00	76%
7942	69,725.23	5	12	25	60	90,000.00	77%
7943	29,442.63	2	12	25	60	36,000.00	82%
7944	62,622.00	7	12	25	60	126,000.00	50%
7945	28,706.63	3	12	25	60	54,000.00	53%
7946	13,084.38	8	12	25	60	144,000.00	9%
7947	10,284.12	14	12	25	60	252,000.00	4%
7948	11,848.72	8	12	25	60	144,000.00	8%
7949	6,525.03	2	12	25	60	36,000.00	18%
7950	37,305.75	3	12	25	60	54,000.00	69%
7951	52,013.15	9	12	25	60	162,000.00	32%
7952	-	12	12	25	60	216,000.00	0%
7953	11,812.52	4	12	25	60	72,000.00	16%
7954	177,065.43	16	12	25	60	288,000.00	61%
7955	173,729.68	13	12	25	60	234,000.00	74%
7956	75,610.15	8	12	25	60	144,000.00	53%
7957	41,830.62	3	12	25	60	54,000.00	77%
7958	61,688.87	9	12	25	60	162,000.00	38%
7959	40,599.45	9	12	25	60	162,000.00	25%
7960	45,129.55	6	12	25	60	108,000.00	42%
7961	14,231.50	7	12	25	60	126,000.00	11%
7962	43,289.47	7	12	25	60	126,000.00	34%
7963	70,987.97	10	12	25	60	180,000.00	39%
7964	20,356.23	9	12	25	60	162,000.00	13%
7965	46,341.77	5	12	25	60	90,000.00	51%
7966	68,237.43	11	12	25	60	198,000.00	34%
7967	4,649.00	5	12	25	60	90,000.00	5%
7968	465.00	8	12	25	60	144,000.00	0%
7969	1,870.88	5	12	25	60	90,000.00	2%
7970	16,366.45	5	12	25	60	90,000.00	18%
7971	51,502.08	7	12	25	60	126,000.00	41%
7972	22,106.73	5	12	25	60	90,000.00	25%
7973	92,648.13	13	12	25	60	234,000.00	40%
7974	53,665.17	11	12	25	60	198,000.00	27%
7975	243,317.88	19	12	25	60	342,000.00	71%
7976	78,159.82	8	12	25	60	144,000.00	54%
7978	84,833.47	11	12	25	60	198,000.00	43%
7979	350,811.77	31	12	25	60	558,000.00	63%
7980	185,406.73	22	12	25	60	396,000.00	47%
7981	139,997.55	25	12	25	60	450,000.00	31%
7982	257,156.80	48	12	25	60	864,000.00	30%
7983	1,500.92	2	12	25	60	36,000.00	4%
7984	59,520.52	5	12	25	60	90,000.00	66%
7985	49,166.10	5	12	25	60	90,000.00	55%
79101	35,348.47	19	12	25	60	342,000.00	10%
79102	141,218.88	41	12	25	60	738,000.00	19%
79103	2,836.00	5	12	25	60	90,000.00	3%
79104	9,562.58	10	12	25	60	180,000.00	5%
79105	135.00	2	12	25	60	36,000.00	0%
79106	2,170.00	4	12	25	60	72,000.00	3%
zone1	57,670.45						
<b>Grand Total</b>	<b>8,248,988</b>					<b>21,759,000</b>	





# Birmingham Shopping District Attendance Record

Name of Board: Birmingham Shopping District

Year: 2026

Members Required for Quorum: 7

MEMBER NAME	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	MTG	MTG	Mtgs.	Absent	Attended
<b>REGULAR MEMBERS</b>																	
Jana Ecker	P	P													2	0	100%
Beth Hussey	P	P													2	0	100%
Zachery Kay	P	P													2	0	100%
Jessica Lundberg	P	P													2	0	100%
Mike McKenzie	Ae	P													1	1	50%
Amy Pohlod	P	P													2	0	100%
Bill Roberts	P	P													2	0	100%
Minna Sharrak	P	P													2	0	100%
Sam Surnow	Ae	P													1	1	50%
Michele Taddei	P	P													2	0	100%
Sloane Wolf	P	P													2	0	100%
Member Name															0	0	#DIV/0!
															0	0	#DIV/0!
															0	0	#DIV/0!
Reserved															0	0	#DIV/0!
Doug Fehan	P	P													2	0	100%
Sarvy Lipari	P	P													2	0	100%
Present or Available	9	11	0	0	0	0	0	0	0	0	0	0	0	0%			

- KEY:**
- A** = Member absent
  - Ae** = Member absent excused
  - P** = Member present or available
  - CP** = Member available, but meeting canceled for lack of quorum
  - CA** = Member not available and meeting was canceled for lack of quorum
  - NA** = Member not appointed at that time
  - NM** = No meeting scheduled that month
  - CM** = Meeting canceled for lack of business items

Department Head Signature

## Birmingham Shopping District Board and Committee Meetings 2026

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

\*Notes date outside of typical meeting cadence

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