



Birmingham Shopping District Agenda
Thursday, May 7, 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 – April 16, 2026 (pg. 8-11)
 - b. Approval of Vouchers – April 2026 (pg. 12)
 - c. Absence Waivers – Wolf, Surnow, Hussey, Ecker
4. New Business
 - a. BSD Assessment Renewal (pg. 13-17)
 - b. Floral Hanging Basket Agreement (pg. 18-25)
5. Presentations
 - a. Business Mix Analysis (pg. 26-43)
 - b. Oakland County Tourism Strategic Plan
 - c. Wall Art Grant Program (pg. 44-47)
6. Old Business
7. Reports
 - a. Committee Reports: (pg. 48-65)
 - i. Special Events – Kay
 - ii. Marketing and Advertising – Lundberg
 - iii. Maintenance and Capital Improvements – Lipari
 - iv. Business Development – Surnow
 - v. Executive Board – Pohlod
 - vi. Tourism - Bassett
 - 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. 66-67)
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

May 7, 2026

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

Finance Reports

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

Consent Agenda Items

Motion: To approve the consent agenda for May 7, 2026, as presented.

- a. Minutes
Minutes from the April 16, 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 April 2026.

New Business

- a. BSD Assessment Renewal
- b. Floral Hanging Basket Agreement

Presentations

- a. Business Mix Analysis
- b. Oakland County Tourism Strategic Plan
- c. Wall Art Grant Program Draft

Old Business

Executive Director Report

Budget:

The proposed fiscal year 2027 budget hearing occurred on April 25, 2026. The budget is expected to be presented to the City Commission for approval at its regular meeting on May 18, 2026. Visit bhamgov.org/budget to review the budget draft and for more information.

Special Events:

The Farmers Market Opening Day Celebration occurred on May 3, 2026, kicking off the 24th market season! This season, we will welcome back our Seasonal Staff including Mary Skvarce, Jacob Fines and Eli Peterson and a new staff member Evan Peterson.



BIRMINGHAM SHOPPING DISTRICT

Upcoming BSD events include:

- May 10, 2026: Farmers Market Second Sunday Fitness with The Pregnancy Bar
- June 5, 2026: Outdoor Movie Night featuring Smurfs

Visit downtownbirmingham.com/events for a full list of events this year.

Non-BSD Events in Shain Park:

- May 9-10, 2026: Art Birmingham hosted by The Guild of Artists and Artisans
- May 28-31, 2026: The Village Fair hosted by the Birmingham Bloomfield Chamber

Evening Parking Pass:

The Evening Monthly Parking Program remains a beneficial and cost-effective option for frequent evening parkers and contributes to the vitality of the downtown area. However, feedback suggested adjustments were needed to make the program more appealing and better aligned with typical work schedules and financial considerations. To address these concerns, City Commission approved modification to the program, shifting the evening start time from 4:00 p.m. to 3:00 p.m. and replacing the flat \$20 discount with a 40% discount off the regular monthly parking rate.

Under this 40% discount model, evening permit rates are as follows:

- Pierce: \$60
- Park: \$54
- Peabody: \$54
- N. Old Woodward: \$54
- Chester: \$42

The BSD will communicate this opportunity to businesses in the coming weeks.

Holiday Tree Update:

Once the fiscal year 2027 budget is approved, the Department of Public Services (DPS) will move forward with the steps required to order the new holiday tree. We do not anticipate the tree being ready to install for the 2026 holiday season, as it is custom built.

Schedule Updates:

The final BSD Board meeting scheduled to be held at The Community House is June 4, 2026. Starting in July 2026, the BSD Board will meet at a new, to be determined, location. Future communications will be sent regarding the change.

Executive Director Bassett will be on vacation in June and unable to attend the June 4, 2026 BSD Board meeting as well as some committee meetings. Operations and Events Manager, Jaimi Brook, will be in attendance.

Fund 235.0 PRINCIPAL SHOPPING DISTRICT

GL Number	Description	Balance
*** Assets ***		
235.0-000.000-005.0000	CASH AND INVESTMENTS	2,190,932.71
235.0-000.000-036.0000	MISCELLANEOUS	39,550.00
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	179,450.97
235.0-000.000-047.0902	PSD 2024-2025 DELQ SAD	39,870.73
Total Assets		2,451,261.86
*** Liabilities ***		
235.0-000.000-200.0000	SUSPENSE ACCOUNT	4,006.39
235.0-000.000-202.0000	ACCOUNTS PAYABLE	9.61
235.0-000.000-255.0001	GIFT CERTIFICATES	600.00
235.0-000.000-362.0300	DEFERRED INFLOWS - MISCELLANEOUS I	41,007.45
235.0-000.000-362.0700	DEFERRED INFLOWS - SPECIAL ASSESSM	179,450.97
235.0-000.000-362.0800	DEFERRED INFLOWS - DELQ SPECIAL AS	39,870.73
Total Liabilities		264,945.15
*** Fund Balance ***		
235.0-000.000-390.0000	RETAINED EARNINGS	1,836,578.04
Total Fund Balance		1,836,578.04
Beginning Fund Balance		1,836,578.04
Net of Revenues VS Expenditures		349,738.67
Ending Fund Balance		2,186,316.71
Total Liabilities And Fund Balance		2,451,261.86

PERIOD ENDING 03/31/2026

GL NUMBER	DESCRIPTION	ACTIVITY FOR						
		2024-25 AMENDED BUDGET	END BALANCE 06/30/2025	2025-26 AMENDED BUDGET	MONTH 03/31/26	YTD BALANCE 03/31/2026	% 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
235.0-000.000-452.0901	PSD 2023-2024	59,550.00	63,730.60	0.00	0.00	0.00	0.00	0.00
235.0-000.000-452.0902	PSD 2024-2025	1,143,160.00	1,163,811.88	69,720.00	0.00	24,972.79	35.82	0.00
235.0-000.000-452.0903	PSD 2025-2026	0.00	0.00	1,184,350.00	602,624.23	1,058,749.46	89.39	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	602,624.23	1,083,722.25	86.42	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	25,000.00	100.00	0.00
CHARGES FOR SERVICES		25,000.00	25,000.00	25,000.00	0.00	25,000.00	100.00	0.00
INTEREST AND RENT								
235.0-000.000-665.0001	INVESTMENT INCOME	36,000.00	79,611.17	46,900.00	(110.46)	43,081.08	91.86	0.00
INTEREST AND RENT		36,000.00	79,611.17	46,900.00	(110.46)	43,081.08	91.86	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	11,024.00	186,519.00	81.10	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	11,024.00	186,519.00	81.10	0.00
Total Dept 000.000		1,556,329.17	1,604,611.05	1,679,740.01	613,537.77	1,338,322.33	79.67	0.00
TOTAL REVENUES		1,556,329.17	1,604,611.05	1,679,740.01	613,537.77	1,338,322.33	79.67	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
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

PERIOD ENDING 03/31/2026

GL NUMBER	DESCRIPTION	ACTIVITY FOR						
		2024-25 AMENDED BUDGET	END BALANCE 06/30/2025	2025-26 AMENDED BUDGET	MONTH 03/31/26	YTD BALANCE 03/31/2026	% 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	3,076.56	40,309.32	66.85	0.00
235.0-441.005-702.0002	OVERTIME PAY	24,730.00	26,718.32	30,180.00	470.04	16,286.61	53.96	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	259.54	4,199.98	60.52	0.00
235.0-441.005-711.0002	HOSPITALIZATION	10,740.00	23,105.38	19,250.00	557.52	10,153.98	52.75	0.00
235.0-441.005-711.0003	LIFE INSURANCE	170.00	349.82	250.00	14.65	189.87	75.95	0.00
235.0-441.005-711.0004	RETIREE HEALTH CARE CONTRIBUTI	4,230.00	4,218.71	540.00	43.08	387.72	71.80	0.00
235.0-441.005-711.0005	DENTAL/OPTICAL	610.00	1,406.65	1,360.00	45.04	414.10	30.45	0.00
235.0-441.005-711.0006	ST/LT DISABILITY INSURANCE	600.00	828.20	850.00	31.84	496.24	58.38	0.00
235.0-441.005-711.0007	WORKER'S COMPENSATION	1,160.00	1,733.88	1,790.00	71.79	1,068.77	59.71	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	6,419.25	74.99	0.00
235.0-441.005-711.0011	HRA CONTRIBUTIONS	70.00	69.00	70.00	0.00	0.00	0.00	0.00
235.0-441.005-711.0012	RETIREMENT DEFINED CONTRIBUTIC	5,400.00	8,269.16	7,980.00	347.06	5,417.40	67.89	0.00
235.0-441.005-711.0013	RET HLTH SVGS CONTR EMPLR	670.00	2,622.58	1,480.00	112.42	1,551.83	104.85	0.00
PERSONNEL SERVICES		100,540.00	153,366.76	139,750.00	5,742.79	86,931.07	62.20	0.00
OTHER CHARGES								
235.0-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	36,190.00	39,802.76	37,100.00	2,528.66	35,444.14	95.54	0.00
OTHER CHARGES		36,190.00	39,802.76	37,100.00	2,528.66	35,444.14	95.54	0.00
Total Dept 441.005 - DOWNTOWN MAINTENANCE		136,730.00	193,169.52	176,850.00	8,271.45	122,375.21	69.20	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	25,688.88	251,356.48	72.43	0.00
235.0-720.000-702.0002	OVERTIME PAY	1,500.00	414.43	1,600.00	0.00	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	1,895.04	18,736.61	70.23	0.00
235.0-720.000-711.0002	HOSPITALIZATION	70,710.00	45,853.30	57,140.00	4,008.00	31,403.20	54.96	0.00
235.0-720.000-711.0003	LIFE INSURANCE	580.00	944.03	610.00	72.34	665.53	109.10	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	802.64	72.97	0.00
235.0-720.000-711.0007	WORKER'S COMPENSATION	1,190.00	1,058.23	1,290.00	80.94	816.63	63.30	0.00

PERIOD ENDING 03/31/2026

GL NUMBER	DESCRIPTION	ACTIVITY FOR						
		2024-25 AMENDED BUDGET	END BALANCE 06/30/2025	2025-26 AMENDED BUDGET	MONTH 03/31/26	YTD BALANCE 03/31/2026	% BDGT USED	ENCUMBERED YEAR-TO-DATE
Expenditures								
235.0-720.000-711.0008	SICK TIME PAYOUT	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-720.000-711.0010	RETIREMENT (DB) ER CNTB	8,860.00	8,853.96	11,240.00	936.25	8,426.25	74.97	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	8,472.24	77.44	0.00
235.0-720.000-711.0013	RET HLTH SVGS CONTR EMPLR	1,830.00	(2,045.73)	1,820.00	140.00	1,288.00	70.77	0.00
PERSONNEL SERVICES		450,200.00	416,673.50	461,140.00	33,829.59	323,014.17	70.05	0.00
OTHER CHARGES								
235.0-720.000-801.0200	LEGAL SERVICES	3,000.00	2,215.00	4,500.00	0.00	1,656.00	36.80	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	100.00	5,555.19
235.0-720.000-813.0000	ADMINISTRATIVE SERVICES	0.00	0.00	30,930.00	0.00	20,620.00	66.67	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	10,700.00	42,800.00	77.35	21,400.00
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	1,198.59	68.49	0.00
235.0-720.000-881.0000	MARKETING & ADVERTISING	191,597.01	163,313.64	201,750.01	10,160.08	130,288.89	78.27	27,621.89
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	0.00	16,173.76	28.88	3,810.00
235.0-720.000-888.0000	SPECIAL EVENTS	259,050.00	263,998.97	301,250.00	1,435.91	218,330.18	80.05	22,825.58
235.0-720.000-901.0000	PRINTING & PUBLISHING	67,500.00	25,519.98	61,000.00	1,250.00	16,310.66	40.41	8,340.00
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	648.64	43.24	0.00
235.0-720.000-935.0200	MAINTENANCE SHOPPING DIST	87,574.65	63,881.31	165,740.00	7,732.80	27,807.57	21.85	8,402.70
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	37,237.50	75.00	0.00
235.0-720.000-944.0000	BUILDING OR FACILITY RENT	12,000.00	12,000.00	12,000.00	0.00	8,000.00	66.67	0.00
235.0-720.000-957.0100	TRAINING	3,000.00	2,500.00	3,000.00	0.00	50.00	1.67	0.00
235.0-720.000-957.0300	MEMBERSHIPS AND DUES	3,000.00	1,980.00	3,000.00	0.00	1,701.46	56.72	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	4,320.00	72.00	0.00
235.0-720.000-960.0400	LIABILITY INSURANCE	5,170.00	5,169.96	5,380.00	448.33	4,034.97	75.00	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	36,514.47	542,783.03	61.82	97,955.36
SUPPLIES								
235.0-720.000-727.0000	POSTAGE	1,000.00	489.93	1,800.00	0.00	0.00	0.00	0.00
235.0-720.000-729.0000	OPERATING SUPPLIES	3,500.00	3,568.26	3,500.00	0.00	411.25	81.08	2,426.50
235.0-720.000-799.0000	EQUIPMENT UNDER \$5,000	0.00	0.00	0.00	0.00	0.00	0.00	0.00
SUPPLIES		4,500.00	4,058.19	5,300.00	0.00	411.25	53.54	2,426.50
CAPITAL OUTLAY								
235.0-720.000-972.0000	FURNITURE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
CAPITAL OUTLAY		0.00	0.00	0.00	0.00	0.00	0.00	0.00
OTHER FINANCING USES								
235.0-720.000-995.0101	TRANSFER TO GENERAL FUND	0.00	0.00	0.00	0.00	0.00	0.00	0.00
OTHER FINANCING USES		0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 720.000 - PRINCIPAL SHOPPING DISTRICT		1,419,599.17	1,155,153.83	1,502,890.01	70,344.06	866,208.45	64.32	006,000,381.86

PERIOD ENDING 03/31/2026

GL NUMBER	DESCRIPTION	2024-25	END BALANCE	2025-26	ACTIVITY FOR	YTD BALANCE	% BDGT	ENCUMBERED
		AMENDED BUDGET	06/30/2025	AMENDED BUDGET	MONTH	03/31/2026	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>78,615.51</u>	<u>988,583.66</u>	<u>64.83</u>	<u>100,381.86</u>
TOTAL REVENUES - FUND 235.0		1,556,329.17	1,604,611.05	1,679,740.01	613,537.77	1,338,322.33	79.67	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>78,615.51</u>	<u>988,583.66</u>	<u>64.83</u>	<u>100,381.86</u>
NET OF REVENUES & EXPENDITURES		0.00	256,287.70	0.00	534,922.26	349,738.67	100.00	(100,381.86)

City of Birmingham
Birmingham Shopping District Meeting Minutes
Thursday, April 16, 2026 - 8:30 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held on Thursday, April 16, 2026, at 8:30 a.m. at The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT: Ecker, Hussey, Surnow

ADMINISTRATION: Bassett, Brook, Leavy

GUEST(S): Kathleen Deveraux, Dave Deveraux

2. RECOGNITION OF VISITORS

Pohlod welcomed Kathleen Deveraux and Dave Deveraux.

3. FINANCE REPORT – BASSETT

Bassett reported that it is approximately 75% of the way through the budget year and things are tracking as expected. Special assessment payments and vendor payments are being received. The current fund balance is over \$1.8 million which is typical for this time of year.

Bassett continues to monitor expenses including downtown maintenance which seems to be trending well.

4. APPROVAL OF CONSENT AGENDA

Consent agenda consisted of the:

- a. Approval of the BSD Board minutes from March 12, 2026
- b. Approval of vouchers – March 2026
- c. Absence Waivers – McKenzie, Sharrak

MOTION: Motion by Kay, seconded by Wolf, to approve the BSD Board minutes from March 12, 2026, vouchers from March 2026, and absence waivers for McKenzie and Sharrak.

VOTE: Yeas: Kay, Lundberg, McKenzie, Pohlod, Roberts, Sharrak, Taddei, Wolf

Nays: none

Absent: Ecker, Hussey, Surnow

Motion passed.

5. NEW BUSINESS

a. Pegasus Video/Audio Agreement

Bassett shared that the BSD has been working with Pegasus for several years and things have gone well. The Special Events Committee would like to continue working with them for BRRmingham Blast, Movie Nights, Day On The Town, and Winter Markt.

MOTION: Motion by Kay, seconded by Lundberg, to approve the Pegasus Entertainment Video/Audio agreement totaling \$53,540 for fiscal years 2027 and 2028 to begin on July 1, 2026 and end on June 30, 2028.

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

Motion passed.

b. Party Dreams Wedding & Event Rental Tent Supplier Agreement

The Special Events Committee would also like to continue to work with Party Dreams Wedding & Event Rental for FYE 2027 which includes 2026 Winter Markt, 2026 Santa House, and 2027 BRRmingham Blast for a grand total of \$48,409.96.

MOTION: Motion by McKenzie, seconded by Kay, to approve the Party Dreams Wedding & Event Rental Tent Supplier Agreements for the 2026 Winter Markt event totaling \$39,443.90, 2026 Santa House totaling \$1,517.76, and the 2027 BRRmingham Blast event totaling \$7,448.30

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

Motion passed.

6. PRESENTATIONS

a. 2025 Visitor Profile Report

Bassett shared an overview of the 2025 Visitor Profile Report which is generated from Placer.ai information from cell phone data. She pointed out that the information is very similar to the 2024 report. Although the number of visits has increased, most trends remain the same.

7. OLD BUSINESS - none

MOTION: Motion by Wolf, seconded by Lundberg, to move Public Comment ahead of Reports in the current agenda.

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

Motion passed.

8. PUBLIC COMMENTS

Kathleen Deveraux introduced herself as a representative from the Vision Arts Council, a group that is working to stop the sale of The Community House, at least to the wrong entity. She asked the BSD board to support their efforts. She encouraged BSD board members to make their feelings known by writing letters and attending meetings.

8. REPORTS

a. COMMITTEE REPORTS

SPECIAL EVENTS - KAY

Kay shared that the Spring Stroll went well with over 500 attendees and 21 BSD businesses participating.

Farmers Market will open on Sunday, May 3rd. The committee is currently looking for a non-profit organization that would be interested in securing the liquor license for Winter Markt and staffing the beer tent.

The committee decided that Santa House should switch back to by appointments, except during Winter Markt.

MARKETING & ADVERTISING - LUNDBERG

Lundberg reported that the committee reviewed the social media reports and engagement is trending up on Facebook and Instagram. Discussion with SEEN regarding use of influencers is ongoing.

The committee is working on designs for new light pole banners.

Bassett reminded the board that the current contract with Saturday Social goes through the end of June. Money for a contract renewal was included for the upcoming fiscal year.

MAINTENANCE/CAPITAL IMPROVEMENTS - LIPARI

Lipari shared that the committee discussed commissioning a mural on the side of the building adjacent to the Farmers Market. Bassett is putting together a mural grant program and working with the Public Arts Board regarding required approvals.

DPS is ready to order the new holiday tree, but due to the cost, it needs to be approved by City Commission. The new tree may not be delivered in time for the 2026 holiday season.

BUSINESS DEVELOPMENT - MCKENZIE

McKenzie reported that there was no committee meeting, but the group hosted a successful Broker Roundtable.

Bassett shared that Besos will open tomorrow and Vuori is scheduled to open on May 14th. Lost and Found Vintage is also close to opening.

EXECUTIVE COMMITTEE REPORT – POHLOD

No report given.

b. WAYFINDING - FEHAN

Fehan reported that the Michigan Department of Transportation has approved the first signs. Therefore, the City is now able to move forward. Pedestrian signage will be installed first followed by gateway signs.

c. ADVISORY PARKING COMMITTEE

Taddei shared that the City will be moving forward with a discounted evening parking pass for city garages starting at 3 p.m. He also reported that they are looking to increase the maximum fees in the garages to \$12 instead of \$10 per day.

The group did not discuss an increase in the cost of monthly parking passes. The APC voted against supporting a sustainability fee, however Commission has the final say and the Community Development Department plans to continue to move forward.

Pohlod added that she thinks this is a good time for the BSD to share their thoughts on parking rate increases. Bassett prepared a statement that she read at an APC meeting. It can be used as a starting point.

d. EXECUTIVE DIRECTOR REPORT

Bassett reported that the FYE2027 budget will be presented to City Commission at the budget hearings on April 25th. She reminded the board that the Farmers Market will open on May 3rd.

Bassett gave a brief update on what has been accomplished with Saturday Social, developing strategies and creating personas. More than 35 businesses were recognized in posts in February and March.

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

12. ADJOURNMENT – 9:52 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: 05/07/2026

Early Release Vendor	Description	Account	Amount
BUREAU DETROIT	HOLIDAY VIDEO SHOOT	MARKETING & ADVERTISING	3,500.00
DENNIS FARAC	PERFORMANCE AT BFM 5/17	SPECIAL EVENTS	200.00
DEVYN MITCHELL	PERFORMANCE AT FARMERS MARKET 06/07	SPECIAL EVENTS	200.00
DOWNTOWN PUBLICATIONS INC	ADVERTISING FOR FARMERS MARKET	FARMERS MARKET	420.00
JAIMI BROOK	MISC SUPPLIES FOR FARMERS MARKET	SPECIAL EVENTS	3.98
LIFESTYLE PUBLICATIONS LLC	PRINTING AND PUBLISHING	PRINTING AND PUBLISHING	1,250.00
NICK'S MAINTENANCE	SNOW REMOVAL	SNOW REMOVAL	10,700.00
ROBERT MONTELEONE	PERFORMANCE AT FARMERS MARKET 5/31	SPECIAL EVENTS	200.00
SHEILA C. LANDIS	PERFORMANCE AT BFM 5/24	SPECIAL EVENTS	200.00
SIGNS-N-DESIGNS INC	BUSINESS ANNIVERSARIES SIGN	TENANT RECRUITMENT	1,245.00
SWANK MOTION PICTURES, INC	MOVIE RENTAL FOR JUNE	SPECIAL EVENTS	785.00
VARI SALES CORPORATION	FILE CABINETS OFFICE RENOVATION	FILE CABINETS OFFICE RENO - MARKETING	9,195.01
WORRY FREE INC	FLORAL HANGING BASKETS PAY 2 OF 2	FLORAL HANGING BASKETS	7,732.80
Total:			\$ 35,631.79

Journal Entries

City of Birmingham - Holiday Lights	\$ 19,916.84
City of Birmingham - Employee Parking	500.00
Dog Waste Depot - Dog bags	423.38
Total Journal Entries	\$ 20,840.22
TOTAL VOUCHERS AND JOURNAL ENTRIES	\$ 56,472.01

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

Board Chair _____ **Date** _____



Birmingham Shopping District
151 Martin Street
Birmingham, MI 48009
248-530-1200
downtownbirmingham.com

MEMORANDUM

DATE: May 7, 2026
TO: Birmingham Shopping District Board of Directors
FROM: Erika Bassett
SUBJECT: Set Public Hearing Dates for Birmingham Shopping District Special Assessment

The four-year special assessment for the Birmingham Shopping District (BSD) is in its final year and will require renewal for continuation of the principal shopping district operations, as the BSD special assessment is its primary funding source.

On March 3, 2026, the BSD Board Chair, BSD Executive Director, and City of Birmingham City Manager, Finance Director and Deputy Treasurer discussed the BSD's upcoming special assessment renewal request, the BSD's financial projections (2027-2030) under the current assessment rates, funding obligations and upcoming projects over the next four years (2027 – 2030). The BSD Board Chair, BSD Executive Director, and City of Birmingham City Manager, Finance Director and Deputy Treasurer recommend that the BSD Board of Directors consider requesting a four-year renewal of the BSD special assessment, with the rates to remain the same for the duration of the assessment period, 2027-2030.

At this time, the BSD Board of Directors is asked to recommend that the City Commission set dates for a Public Hearing of Necessity for September 14, 2026 and a Public Hearing of Confirmation of Assessment Rolls for September 28, 2026 for the Birmingham Shopping District Special Assessment.

Prior to the public hearings of necessity and confirmation, notices will be distributed to all property owners within the district via first class mail to allow for public comment at the hearings. Newspaper ads will also be placed in a newspaper of local circulation prior to each of the proposed public hearings at the City Commission. At the hearings, the City Commission will consider continuation of the Birmingham Shopping District Special Assessment for a four-year period, 2027-2030.

Please find the following documents for your review:

- Timeline for the BSD Special Assessment Process
- BSD District Map



Birmingham Shopping District
151 Martin Street
Birmingham, MI 48009
248-530-1200
downtownbirmingham.com

- Proposed Rates

SUGGESTED MOTION:

Motion to recommend that the City Commission set a Public Hearing of Necessity for the Birmingham Shopping District Special Assessment on September 14, 2026 and to set a Public Hearing of Confirmation of Assessment Rolls for the BSD Special Assessment on September 28, 2026.

2026 BSD Special Assessment Renewal Tentative Timeline

	Target Dates	Notes
Create Assessment Rate Proposal	March 2026	CURRENT RATES (4-YR TERM): District 1: \$0.553 (55.3 cents/sq. ft.) 1 st floor, \$0.388 (38.8 cents/sq. ft.) 2 nd floor District 1A: \$0.277 (27.7 cents/sq. ft.) 1 st floor, \$0.194 (19.4 cents/sq. ft.) 2 nd floor Note: Last increased in 2023 District 1 (+\$0.59 1 st Floor, +\$0.042 2 nd Floor), District 1A (+\$0.03 1 st Floor, +0.21 2 nd Floor). Prior to 2023, upper floors were last increased in 2018, first floors in 2008
BSD Executive Committee Review	April 29, 2026 Exec Committee Meeting	Memo, Map, Proposal, Projections
BSD Board Approval	May 7, 2026	Memo, Map, Objectives, Proposal, Projections
Notice to Set Public Hearing of Necessity & Public Hearing of Confirmation	August 10, 2026 City Commission Meeting	Memo, Assessment Map. <i>Dates: Public Hearing of Necessity September 14, 2026/Public Hearing of Confirmation September 28, 2026.</i>
Mail Out Notice and Run Ads for Public Hearing of Necessity & Public Hearing of Confirmation	Mail Notice by August 23 Newspaper Ads: August 23 & 30	Mail notice out at least 10 days prior by first class mail, and run two newspaper ads. <i>Dates: Public Hearing of Necessity September 14, 2026/Public Hearing of Confirmation September 28, 2026.</i>
Public Hearing of Necessity	September 14, 2026 City Commission Meeting	Memo, Map, BSD Benefits (Year in Review), Proposal
Public Hearing of Confirmation of the Roll	September 28, 2026 City Commission Meeting	Memo, Map, 2027 SAD Roll, Clerk's Confirmation of Public Hearing Notice: Necessity and Confirmation, Memo and attachments from the Public Hearing of Necessity meeting, Special Assessment District Appeal Process
Notice of Approval		After confirmation of the roll
Assessments Billed Out	January 2027	Due within 60 days of invoice

Financial Forecast

Special Assessment Rates

District 1: 1st Floor: \$0.5530, 2nd Floor and up: \$0.3880

District 1A: 1st Floor: \$0.2770, 2nd Floor and up: \$0.1940

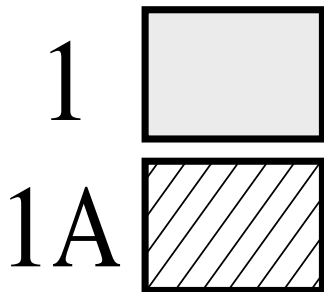
	Projected 2025-2026 (FY 2026)	Projected 2026-2027 (FY 2027) Base	Projected 2027-2028 (FY 2028)	Projected 2028-2029 (FY 2029)	Projected 2029-2030 (FY 2030)
Revenues:					
Special Assessment					
96% Collected in Current Year	1,190,090	1,224,579	1,267,772	1,280,574	1,293,536
4% Collected in Subsequent Year (+15%)	69,720	57,030	58,680	60,750	61,360
Other Revenues	301,900	315,000	325,000	325,000	325,000
Total Revenues	1,561,710	1,596,609	1,651,452	1,666,324	1,679,896
Expenditures:					
Personnel	\$ 606,560	\$ 631,560	\$ 637,940	\$ 644,600	\$ 663,938
Supplies	\$ 4,500	\$ 4,500	\$ 4,500	\$ 4,500	\$ 4,500
Other Charges	\$ 1,010,645	\$ 1,149,946	\$ 987,985	\$ 1,006,444	\$ 1,036,637
Total Expenditures	\$ 1,621,705	\$ 1,786,006	\$ 1,630,425	\$ 1,655,544	\$ 1,705,075
Revenues less Expenditures	\$ (59,995)	\$ (189,397)	\$ 21,027	\$ 10,780	\$ (25,180)
Ending Fund Balance	\$ 1,776,583	\$ 1,587,186	\$ 1,608,213	\$ 1,618,993	\$ 1,593,813

Special Assessment: Total Billed	1,239,677	1,275,603	1,320,596	1,333,931	1,347,433	Annual Inflation
96% Anticipated to be Collected in Current Year	1,190,090	1,224,579	1,267,772	1,280,574	1,293,536	3.0% Capped Properties Only
4% Anticipated to be Collected in Subsequent Year (+15%)	57,030	58,680	60,750	61,360	61,980	

Birmingham Shopping District Assessment Area

DOWNTOWN BIRMINGHAM PARKING STRUCTURES

1. Chester Street
2. North Woodward
3. Park Street
4. Peabody Street
5. Pierce Street





BIRMINGHAM
SHOPPING DISTRICT

MEMORANDUM

DATE: May 7, 2026
TO: Birmingham Shopping District Board of Directors
FROM: Erika Bassett
SUBJECT: Floral Hanging Basket Agreement

The Birmingham Shopping District (BSD) coordinates and funds the purchase of over 200 floral hanging baskets throughout the downtown area. For the last several years, the BSD has partnered with Worry Free to provide the floral baskets and the service of hanging them on the designated light poles. The BSD solicited multiple quotes, with Worry Free providing competitive pricing and a superior product.

Included, please find the proposed agreement for floral hanging baskets for the 2027, 2028 and 2029 fiscal years, with the breakdown as follows:

2027: 224 18" 2-color hanging baskets, plus installation: \$15,888.00
2028: 224 18" 2-color hanging baskets, plus installation: \$15,888.00
2029: 224 18" 2-color hanging baskets, plus installation: \$16,336.00
Total \$48,112.00

SUGGESTED MOTION:

Motion to approve the Floral Hanging Basket Agreement with Worry Free as presented for fiscal years 2027-2029, for a total cost not to exceed \$48,112.00.

AGREEMENT FOR FLORAL HANGING BASKETS

THIS AGREEMENT is entered into this 1st day of July 2026, by and between the **BIRMINGHAM SHOPPING DISTRICT**, whose address is 151 Martin Street, Birmingham, MI 48009 (hereinafter referred to as the BSD) and Worry Free Lawn Care & Snow Removal whose address is 1460 Rochester Road, Troy, MI 48083, (hereafter referred to as Worry Free), and the foregoing shall collectively be referred to as the parties.

WHEREAS, the BSD desires to have floral hanging baskets, delivered, installed and monthly maintenance; and

WHEREAS, the BSD desires to purchase two hundred and twenty four (224) 18 inch hanging baskets, delivery, installation and monthly maintenance; and

WHEREAS, Worry Free has qualifications that meet the project requirements and has provided a cost proposal to provide floral hanging baskets and services; and

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

1. MUTUALLY AGREE: It is mutually agreed by and between the parties that Worry Free's quote for floral planters (attached hereto as Attachment "A") shall be fully incorporated herein by reference and shall become a part of this Agreement, and shall be binding upon both parties hereto (attached hereto as Attachment "A"), except if this agreement and Attachment "A" are in conflict, this agreement controls.

2. TERM: This Agreement shall have a term of three years from the date stated above, 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. The BSD shall have the right to unilaterally terminate this Agreement on thirty (30) days written notice. In the event of termination, Worry Free shall receive compensation for services to the date the termination takes effect and the BSD shall be reimbursed proportionally for any partial month or quarter.

3. TERMS OF PAYMENT: Worry Free will invoice and receive 50% payment up front and 50% upon completion of delivery and installation each year. Compensation not to exceed \$48,112.00. In no event shall invoices be submitted more than 45 days after completion of services. Submitted invoices shall include the following detailed information: the type of work performed and dates of service. The BSD may, at its sole discretion demand review and the right to request at any time further detailed accounting information for any or all bills. The right to inspection of any bill and invoice shall never be at any cost or billings to the BSD, nor shall preparation of said invoices be billed to the BSD or against the general retainer. Payment terms will be net 30 days unless otherwise specified by the BSD.

4. Worry Free shall be of good moral character and fitness in performing all services under this Agreement.

5. INSURANCE SUBMISSION REQUIREMENTS: Worry Free has submitted proof to the BSD that it meets all BSD insurance requirements. Insurance, with coverage amounts at no less than the BSD's minimum requirements, must be held Worry Free throughout the term of this Agreement. Certificates of insurance as stated below will be required no later than five (5) business days from the date of Worry Free acceptance of the terms of this Agreement.

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

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

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

9. NON-COMPLIANCE WITH INSURANCE REQUIREMENTS: Failure to deliver and maintain insurance in accordance with the terms of this Agreement will be cause for the BSD, by and through its Executive Director, to terminate this Agreement, or at the BSD's option, the BSD may purchase on the open market such required insurance and shall be entitled to charge any additional cost to Worry Free, either by offset to any amounts due and Worry Free for services

provided to the BSD, or, by separate bill and demand for payment. Nothing in this paragraph shall be deemed to create or be interpreted as establishing a "for cause" termination; Worry Free agrees and understands that its engagement is at will and may be terminated by the Executive Director for any cause or no cause.

10. INDEMNIFICATION: To the fullest extent permitted by law, Worry Free and any entity or person for whom Worry Free is legally liable, agrees to be responsible for any liability, defend, pay on behalf of, indemnify, and hold harmless the Birmingham Shopping District, its elected and appointed officials, employees and volunteers and others working on their behalf against any and all claims, demands, suits, or loss, including all costs and reasonable attorney fees connected therewith, and for any damages which may be asserted, claimed or recovered against or from the BSD, its elected and appointed officials, employees, volunteers or others working on their behalf, by reason of personal injury, including bodily injury and death and/or property damage, including loss of use thereof, which arise out of the acts, errors or omissions of Worry Free in the performance of this Agreement. Such responsibility shall not be construed as liability for damage caused by or resulting from the sole act or omission of its elected or appointed officials, employees, volunteers or others working on behalf of the BSD.

11. STANDARD INSURANCE REQUIREMENTS:

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

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

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

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

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

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

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

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

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

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

Worry Free
1460 Rochester Road
Troy, MI 48083

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

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

15. COMPLETE AGREEMENT: The parties agree that the conditions set forth in this Agreement sets forth all terms and conditions of Worry Free agreement with the Birmingham Shopping District. This Agreement supersedes all prior agreements or understandings between the

parties. There are no promises, conditions or understandings other than those stated herein, and, that any prior negotiations, terms or conditions discussed between the BSD and Worry Free shall not constitute a part of this Agreement. The term "agreement" as used in this clause shall include any future written amendments, modifications, or supplements made in accordance herewith.

16. DIRECT OR INDIRECT INTEREST: If, after the effective date of this Agreement, any official of the BSD, or spouse, child, parent or in-law of such official or employee shall become directly or indirectly interested in this Agreement or the affairs of Worry Free, the BSD shall have the right to terminate this Agreement without further liability to Worry Free if the disqualification has not been removed within thirty (30) days after the BSD has given Worry Free notice of the disqualifying interest. Ownership of less than one percent (1%) of the stock or other equity interest in a corporation or partnership shall not be a disqualifying interest. Employment shall be a disqualifying interest.

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

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

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

WORRY FREE

By: _____

Its: _____

Date: _____

STATE OF MICHIGAN)
) ss:
COUNTY OF OAKLAND)

On this _____ day of _____ 2026, before me personally appeared Jeff Birkett, who acknowledged that with authority on behalf of Worry Free to do so he/she signed this Agreement.

Notary Public

County,
Acting in _____ County,
My commission expires: _____

APPROVED:

Erika Bassett, Executive Director
(Approved as to substance)

Date

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

Date

Jana Ecker, City Manager
(Approved as to form)

Date

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

Date

ATTACHMENT A

WORRY FREE OUTDOOR SERVICES

**COMMERCIAL & RESIDENTIAL*

*LANDSCAPING & LAWN MAINTENANCE**

COMMERCIAL SNOW REMOVAL*MUNICIPALITY DIVISION

P.O Box 1221 Royal Oak, MI 48068-1221 (248) 585-2808; worryfreeoutdoors@gmail.com

Work estimate/order:

Date: March 20, 2026
Job Site: Birmingham PSD – Hanging Baskets 2027-~~28~~-29
TO: Melinda Comerford
From: Jeff Birkett – worryfreeoutdoors@gmail.com

MATERIALS:

- 2027: 224 18 inch 2-color Hanging Baskets @ \$57.00 each = \$12,768.00
- 2028: 224 18 inch 2-color Hanging Baskets @ \$57.00 each = \$12,768.00
- 2029: 224 18 inch 2-color Hanging baskets @ \$59.00 each = \$13,216.00

DELIVERY, INSTALLATION, MONTHLY CHECK OF BASKETS:

- 2027 & 2028: \$ 3,120.00
- 2029: \$ 3,120.00

TOTAL 2027: \$15,888.00
TOTAL 2028: \$15,888.00
TOTAL 2029: \$16,336.00

Authorizing Signature

Date



BIRMINGHAM

SHOPPING DISTRICT

BUSINESS MIX ANALYSIS

BSD Business Development Committee
Updated March 23, 2026

Recommendations to increase local frequency and regional attraction through our business mix

1

Recruit businesses that will appeal to office workers and residents to drive daily foot traffic

2

Identify and recruit regional businesses to fill gaps in product segments not currently available and help curate the attraction of unique retailers with offerings to maintain the local feel of Birmingham

3

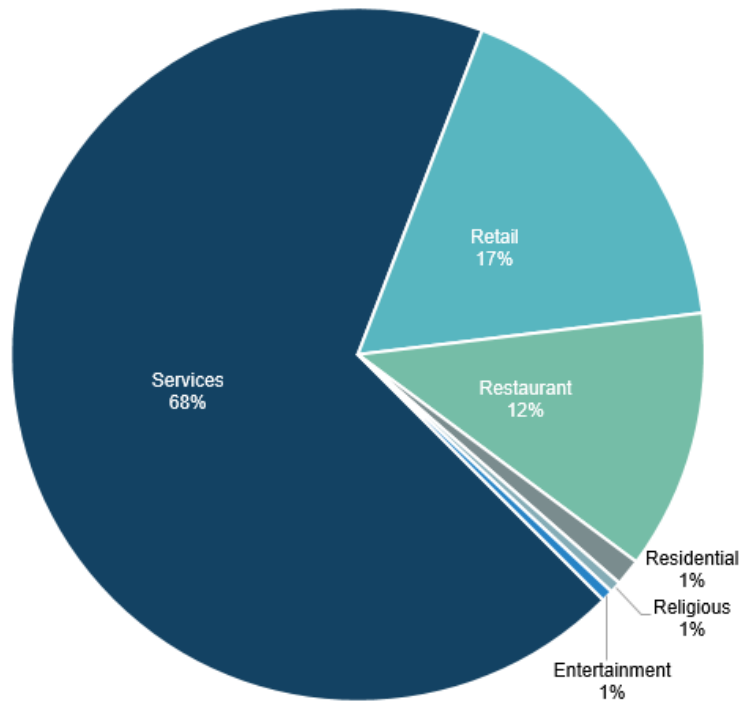
Influence national retailer attraction, especially in apparel categories, by developing retail attraction assets and building landlord/broker relationships to rebalance our business mix toward higher-end, sophisticated, and experiential retailers who have a high pull-factor

It is expected Birmingham's business mix could manage further penetration of retailers and restaurants to increase our community's sense of place

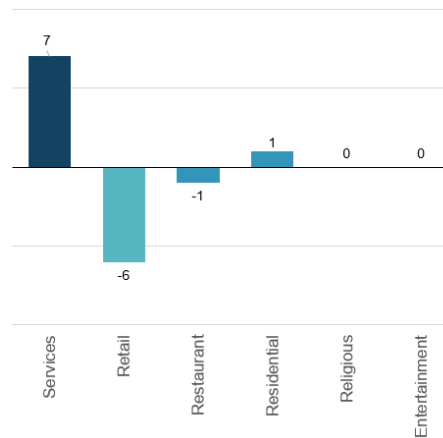
29% of the businesses in the BSD are either retailers or restaurants compared to 52% in downtown Naperville, IL

BSD Business Mix by Type

% of Total (n=562)

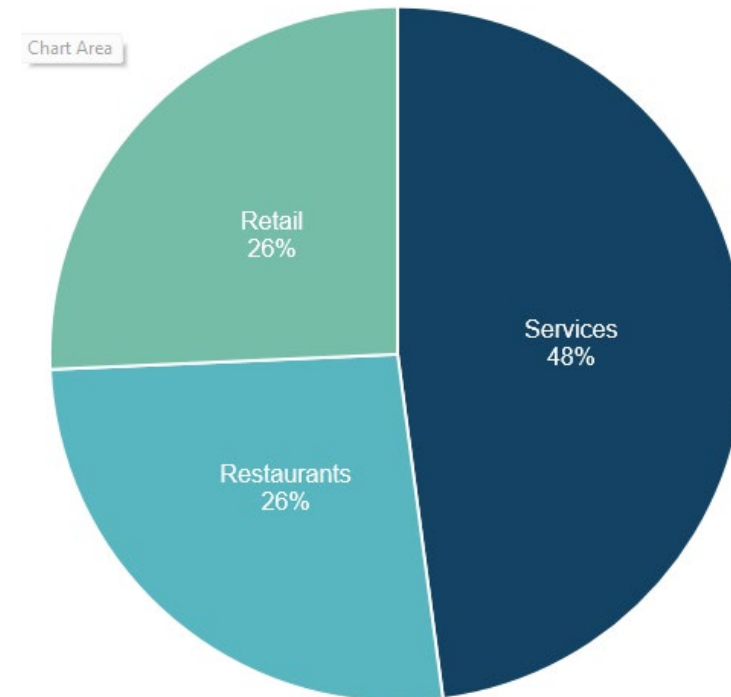


Comparison Dec 2024 v. March 2026



Downtown Naperville Business Mix by Type

% of Total (n=288)

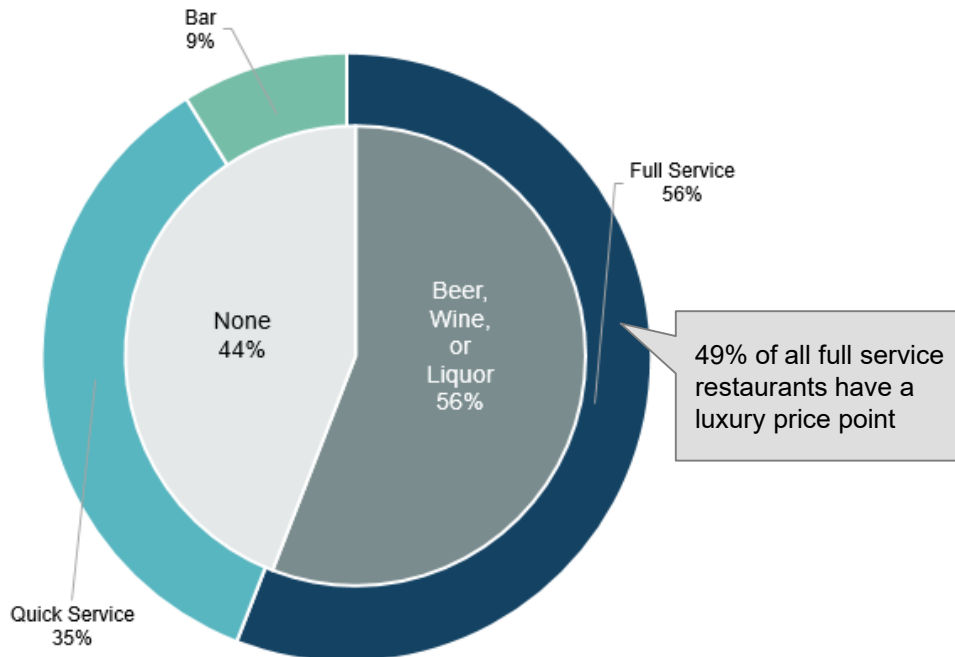


Source: Downtown Naperville Business Directory

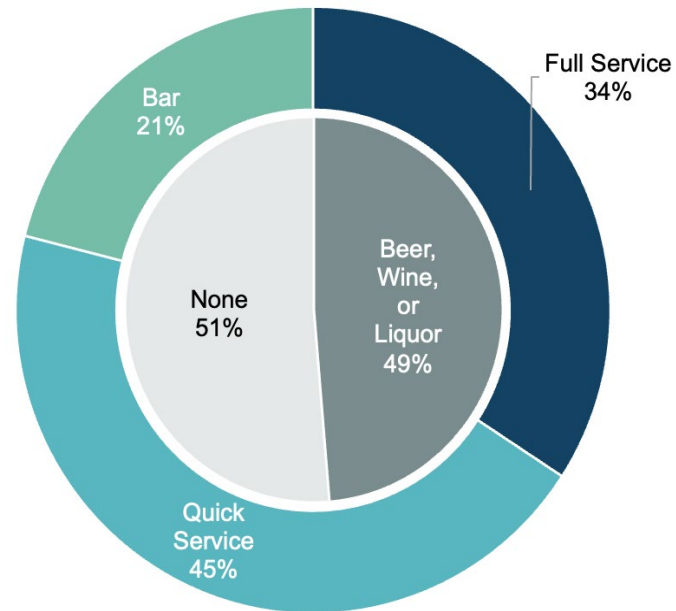
*Services includes all professional service categories, including offices, throughout the district. Excludes vacancies.

Better meeting the lunchtime/casual dining needs of office workers and residents by recruiting healthy quick serve options would help drive increased daily foot traffic

BSD Restaurant Mix & Liquor License
% of Total (n= 68)



Downtown Naperville Restaurant Mix & Liquor License % of Total (n=76)



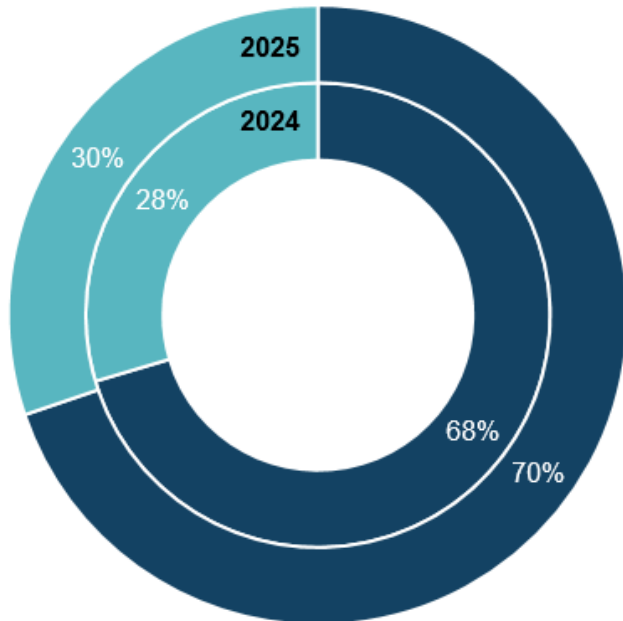
- Naperville’s higher share of quick service offerings may be instructive in how we want to augment our existing mix of dining options in the BSD
- With its unique sense of place and vibrant downtown, Birmingham is well positioned to capitalize on the return to office/hybrid work policy momentum
- Sweetgreen’s performance demonstrates the demand for healthy, fast casual dining options

Source: BSD Business Mix Analysis, Downtown Naperville Business Directory
*Excludes vacancies

There is likely additional headroom for the recruitment of national retailers without affecting the local community feel of the BSD

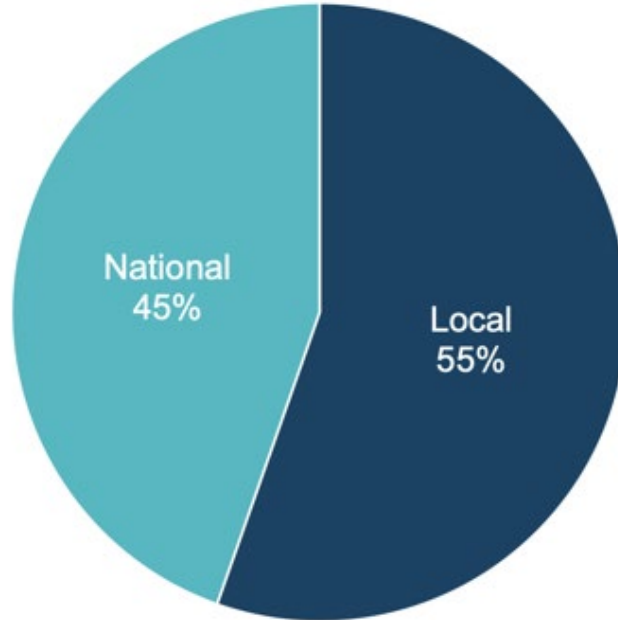
71% of retailers in the BSD are local which is greater than both Naperville and Greenwich at 55% and 48%, respectively

BSD Retailer Local vs. National Mix with YOY Comparison
% of Total (n=97)

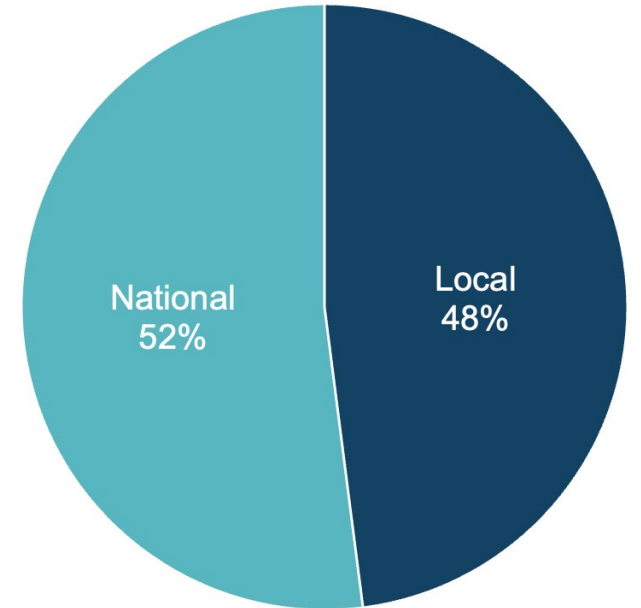


■ Local ■ National

Downtown Naperville Local vs. National Mix
% of Total (n=74)



Greenwich, CT Local vs. National Mix
% of Total (n=148)



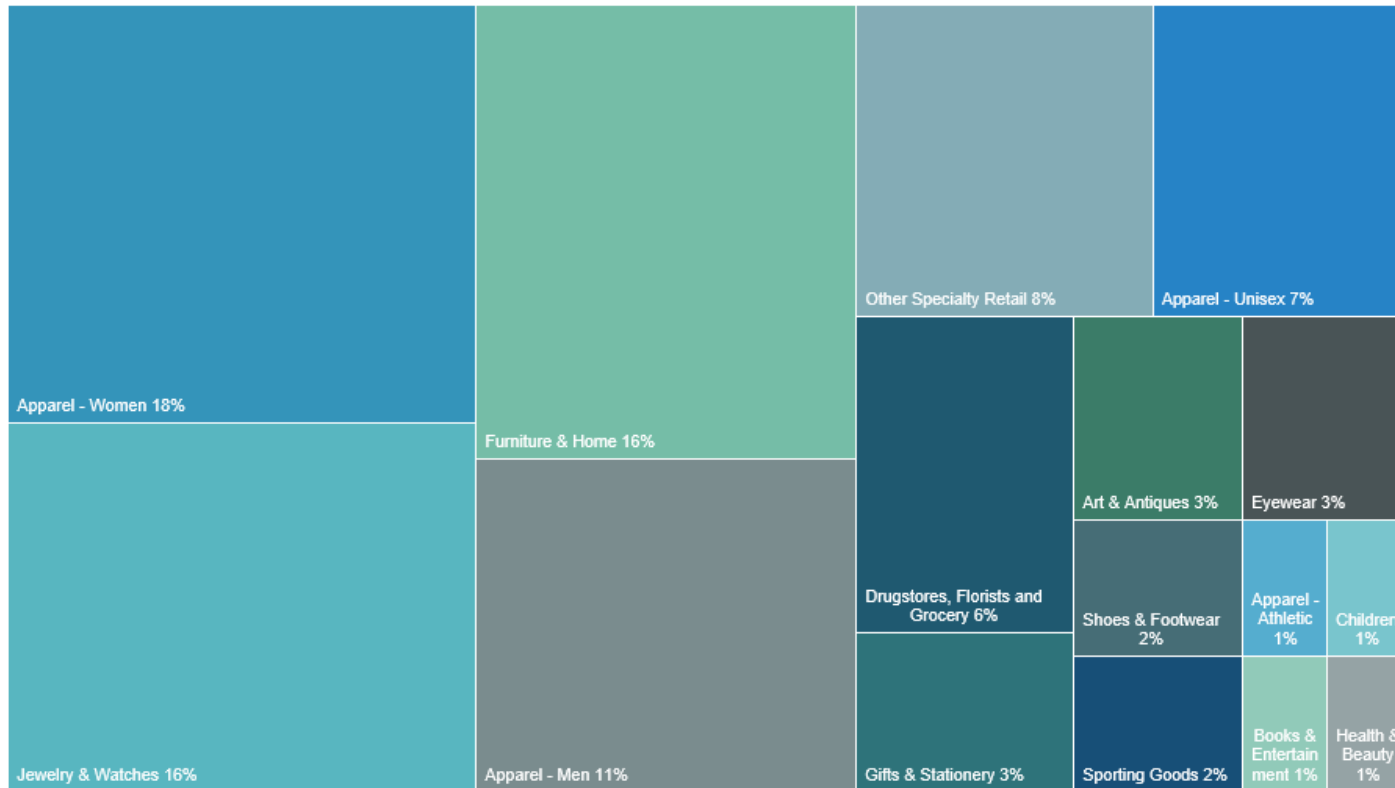
Source: BSD Business Mix Analysis, Downtown Naperville Business Directory, Greenwich Chamber of Commerce, Google.

*Includes businesses with an official Certificate of Occupancy and/or Merchant License. Schedule to open businesses and vacancies are excluded.

The top three retail categories represented in the BSD include: Women's Apparel, Jewelry & Watches, and Furniture & Home

Birmingham Shopping District Retail Composition by Category

% of Total (n=97)



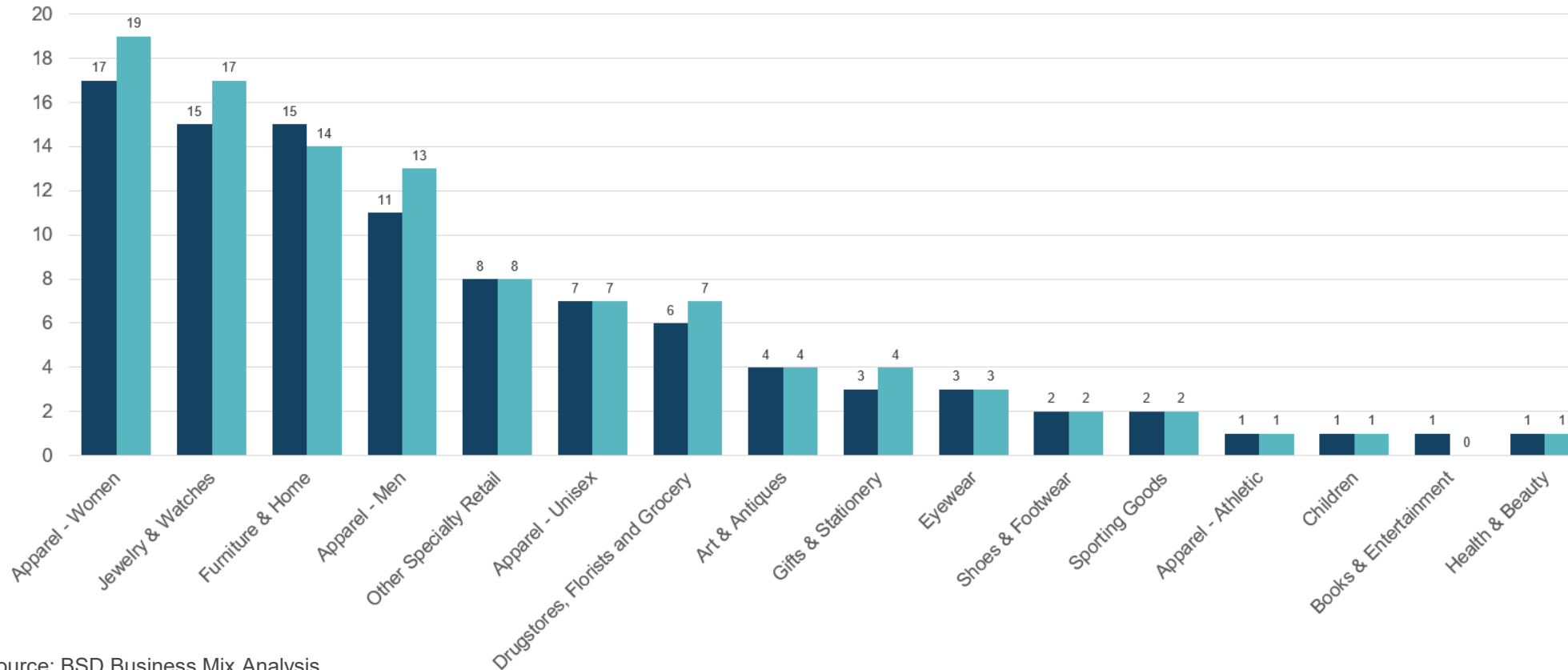
- 2025 Target Categories: Women's apparel, unisex apparel, sporting goods, and books and entertainment.

Source: BSD Business Mix Analysis

The top three retail categories represented in the BSD include: Women's Apparel, Jewelry & Watches, and Furniture & Home

Birmingham Shopping District Comparison (November 2024 v. March 2026)

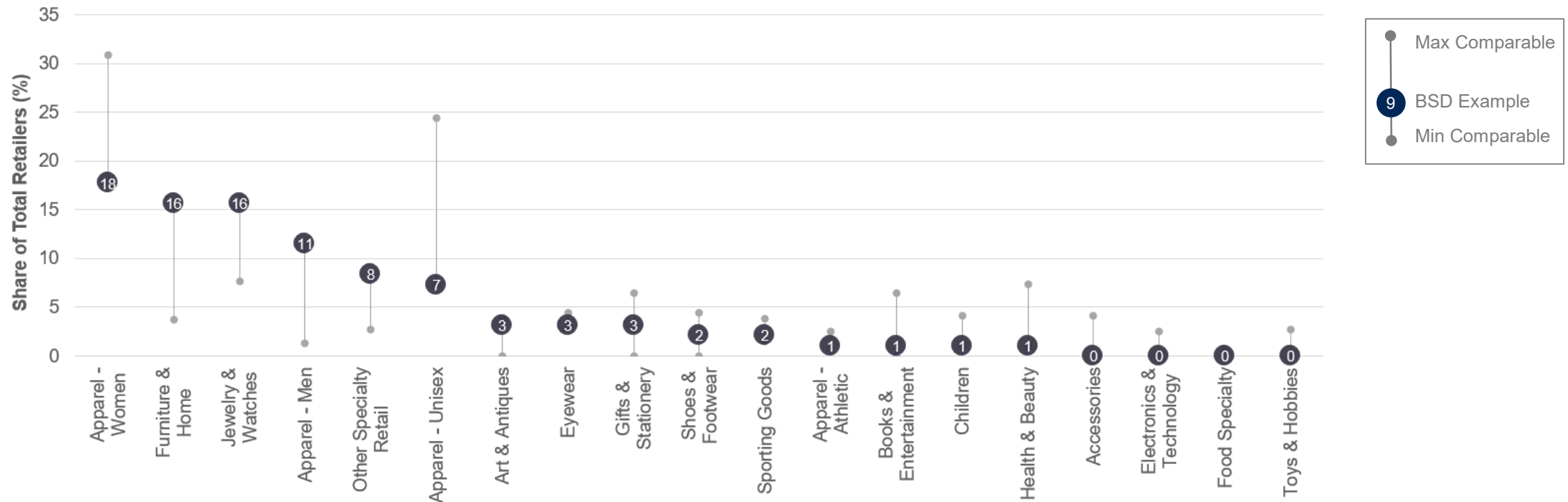
% of Total (n=97)



Source: BSD Business Mix Analysis

Birmingham appears to be underweight in most apparel categories, but overweight in Furniture & Home and Jewelry & Watch retailers compared to Greenwich and Naperville

Retail Mix Analysis Naperville/Greenwich vs. Birmingham Shopping District
 % Share of Total Retailers

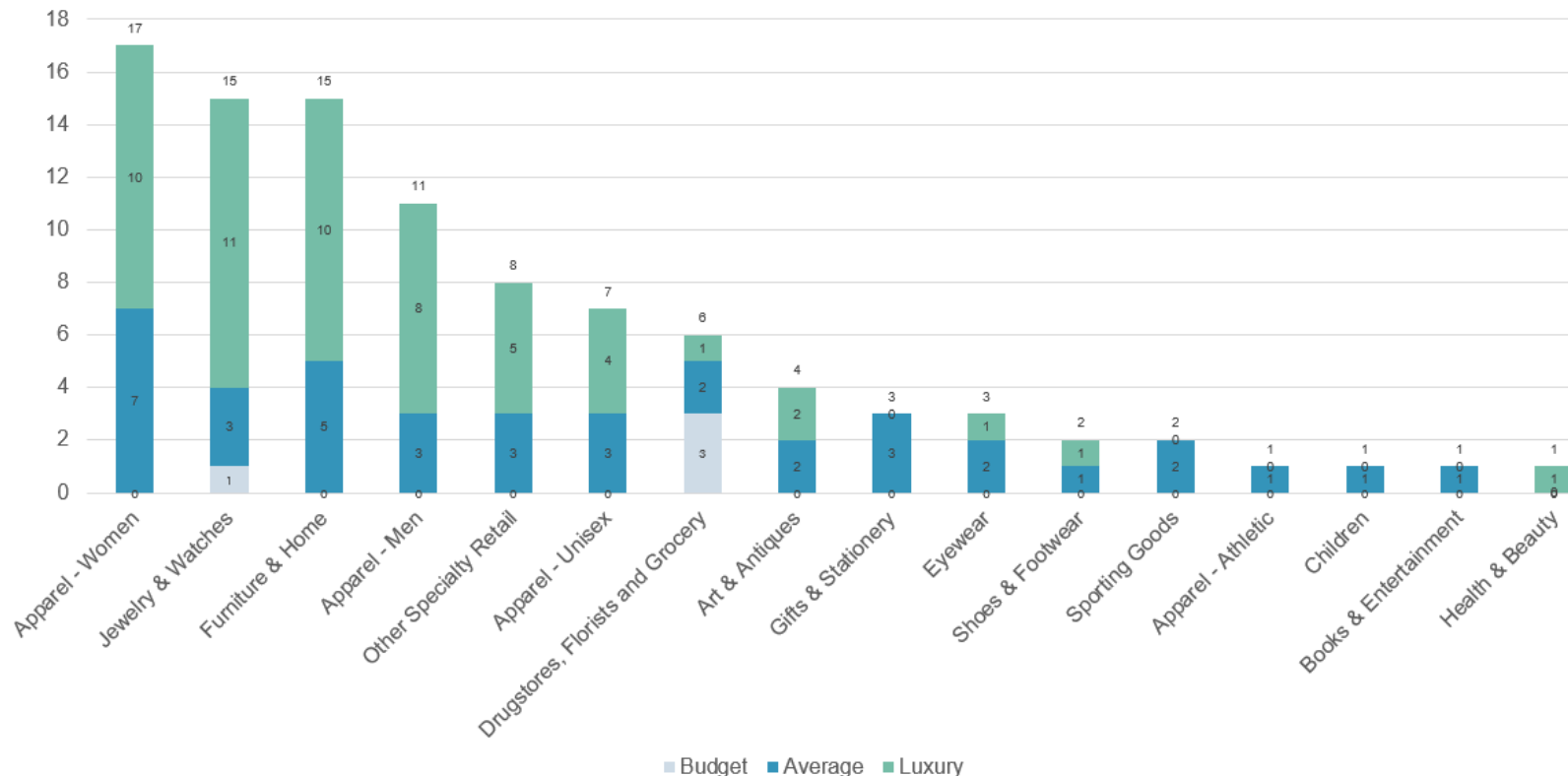


Source: Downtown Naperville Business Directory, Greenwich Chamber of Commerce/Google, BSD Analysis. Naperville data last updated: February 2026. Greenwich data last updated: February 2026.
 Note: Greenwich retailers were manually identified using Google/Google Maps because they are not members of the Greenwich Chamber of Commerce. Results are directionally correct

The future of retail is bifurcating, and the BSD is best positioned to lean into recruiting higher -end, sophisticated, and experiential retailers

On a relative basis, at least 50% of retailers in the BSD have a luxury price point

Birmingham Shopping District Retail Composition by Price Point
(n=97)



- The retail industry is experiencing a bifurcation, with consumer spending increasingly polarized between high-end, premium retailers and value-oriented retailers
- Those in the middle are struggling with declining sales and store closures
- Birmingham’s trade area is composed of affluent and educated consumers who are active, sophisticated, and connected

Source: BSD Business Mix Analysis, Deloitte “The Great Retail Bifurcation”

Strategic Planning - Downtown Usage Survey

- The BSD circulated a Downtown Usage Survey in 2025, gathering 1,401 responses from downtown business owners and employees, City of Birmingham residents, visitors, event attendees and others
- The survey consisted of 27 questions, including a mix of multiple selection and open -ended questions

Restaurant:

- Respondents expressed a desire for more casual and family-friendly options, especially for lunch. There was also significant interest in specialty offerings including small grocery/market, healthy options and dessert options. Restaurants offering live music and entertainment options was also mentioned.

Retail:

- Desire to fill categories where there are currently little to no retail offerings including a toy store, candy store, bookstore and gift shops
- Strong desire for more moderately -priced retail, especially for women's clothing and gifts.
- Desire for more local shops and artisan goods to enhance character
- Desire for more apparel retailers, including national brands, and fewer jewelry and home furnishing retailers and spas/salons

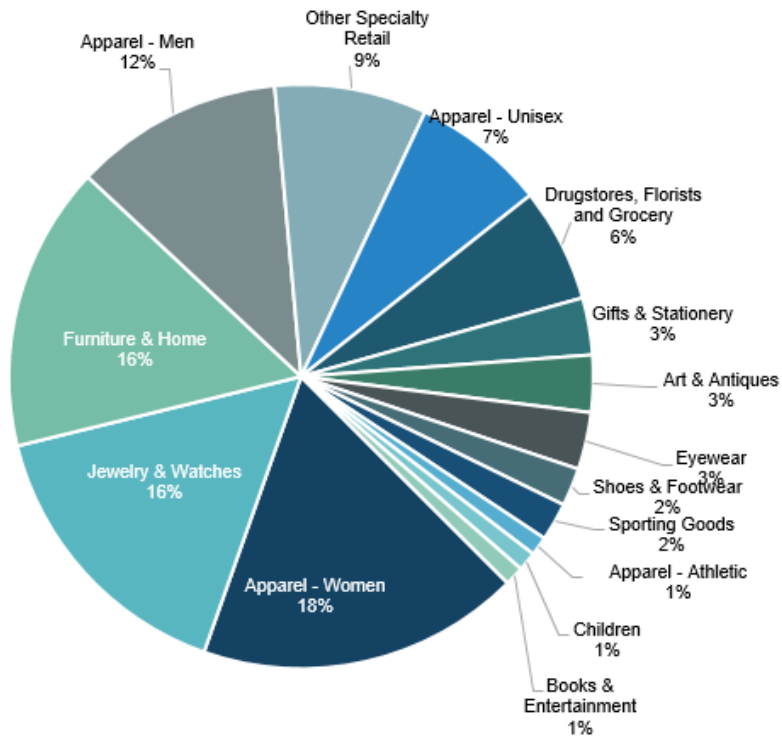
Appendix

Source: BSD Business Mix Analysis, Downtown Naperville Business Directory
*Excludes vacancies

Birmingham Shopping District

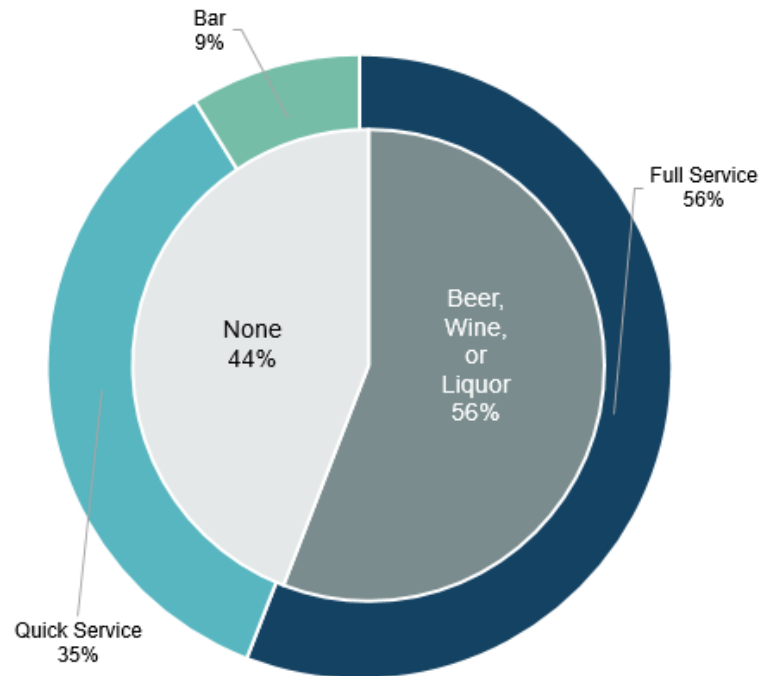
BSD Retailer Mix by Type

% of Total (n=97)



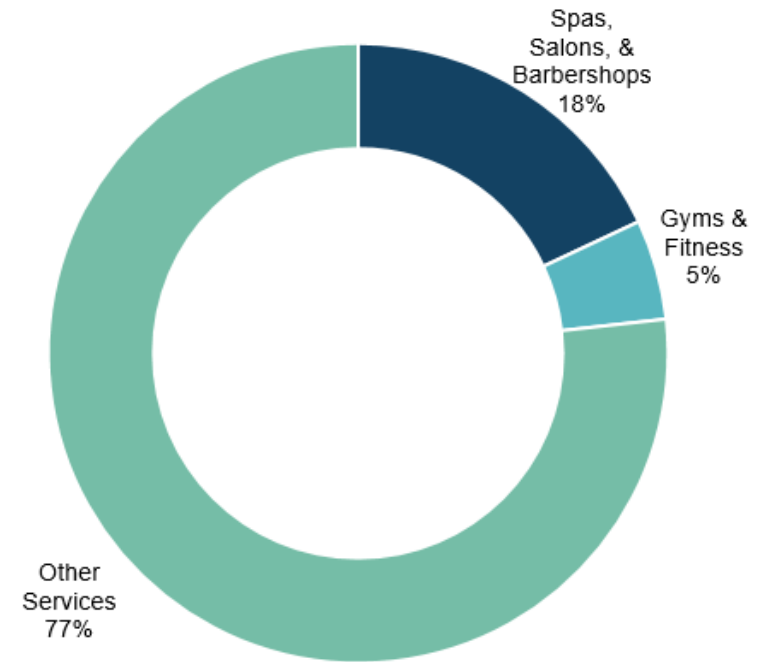
BSD Restaurant Mix & Liquor License

% of Total (n=68)



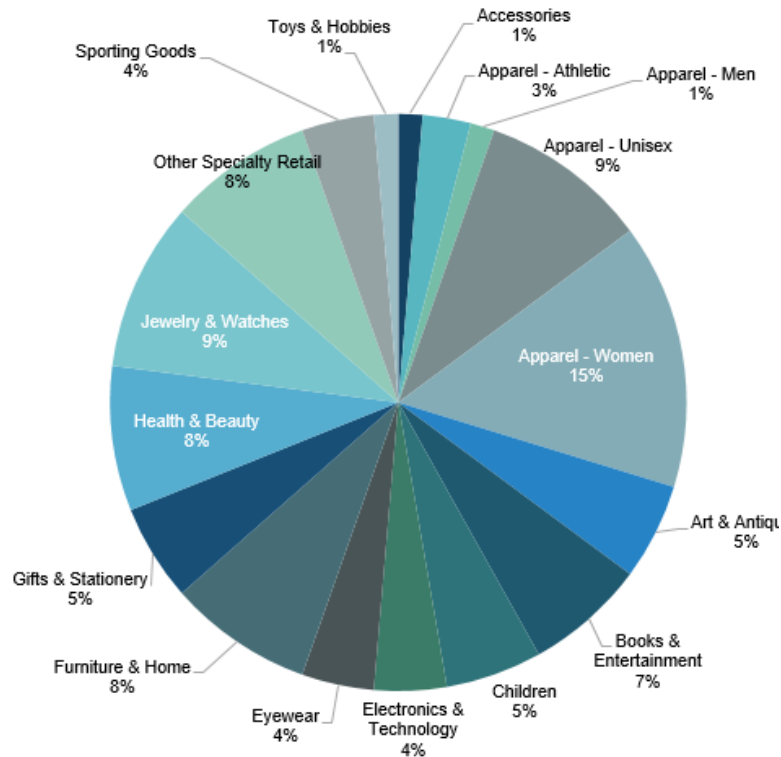
BSD Service Mix

% of Total (n=383)

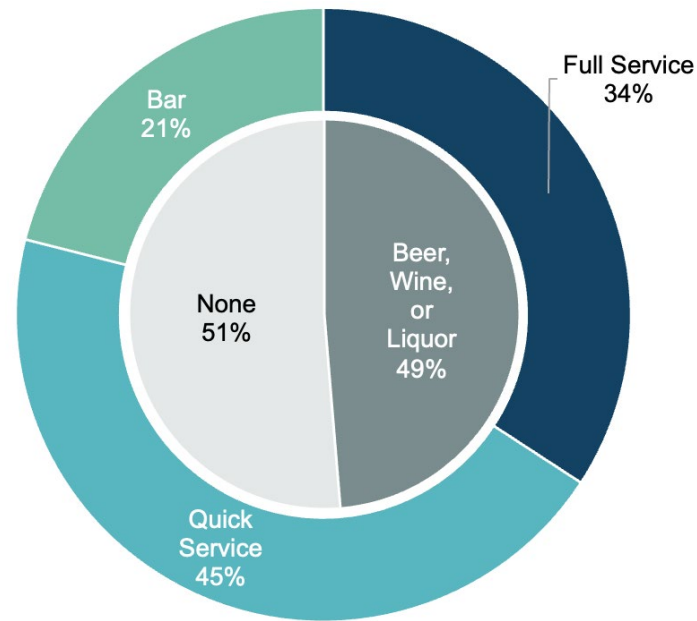


Downtown Naperville, Illinois

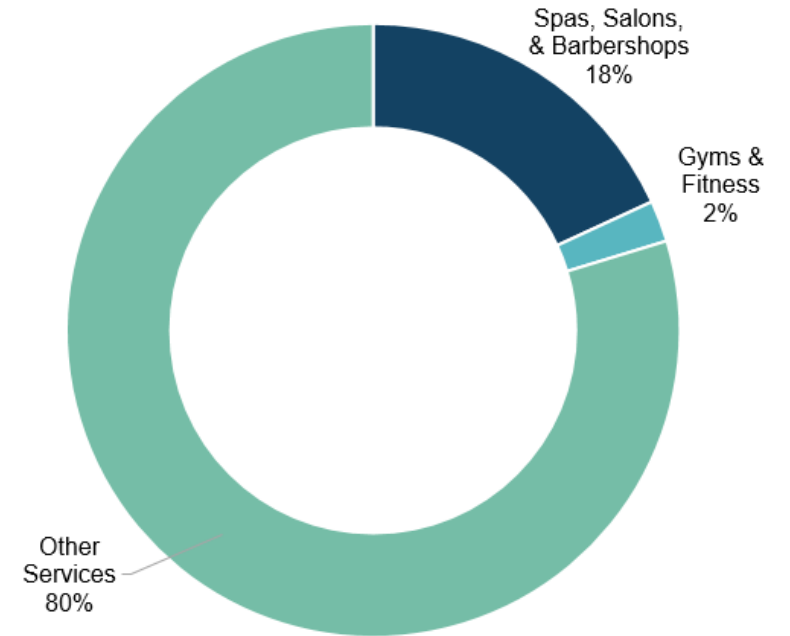
Downtown Naperville Business Mix by Type % of Total (n=74)



Downtown Naperville Restaurant Mix & Liquor License % of Total (n=76)



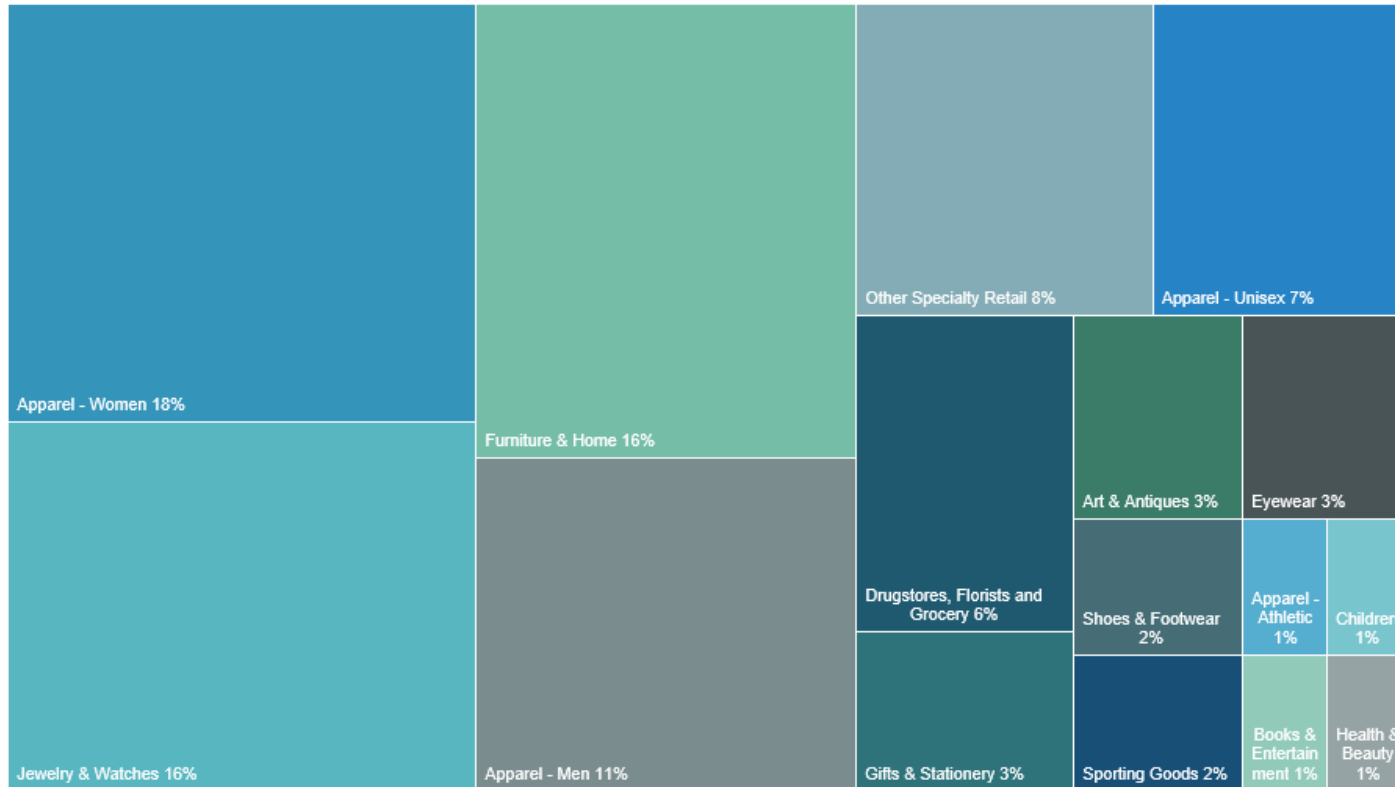
Downtown Naperville Service Mix % of Total (n=138)



Source: Downtown Naperville Business Directory. Last updated: November 2024.

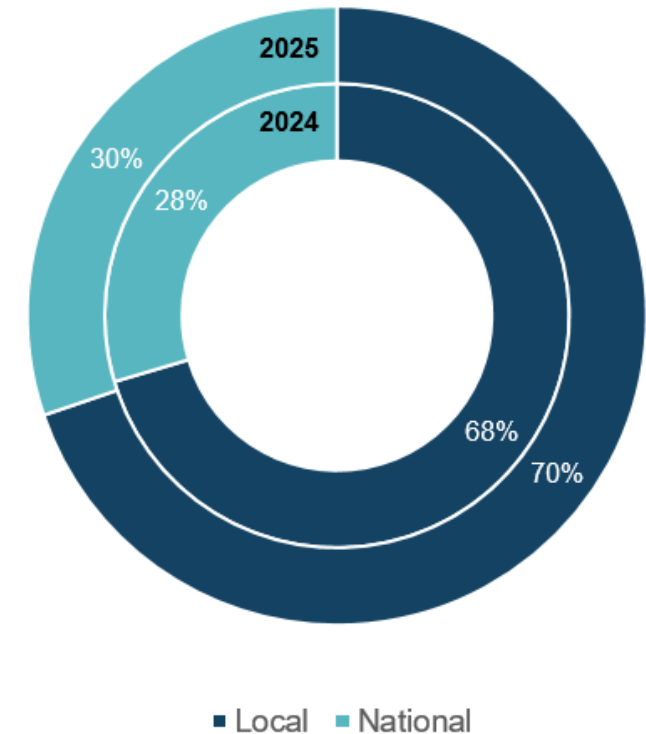
Birmingham Shopping District

Birmingham Shopping District Retail Composition by Category
% of Total (n=97)



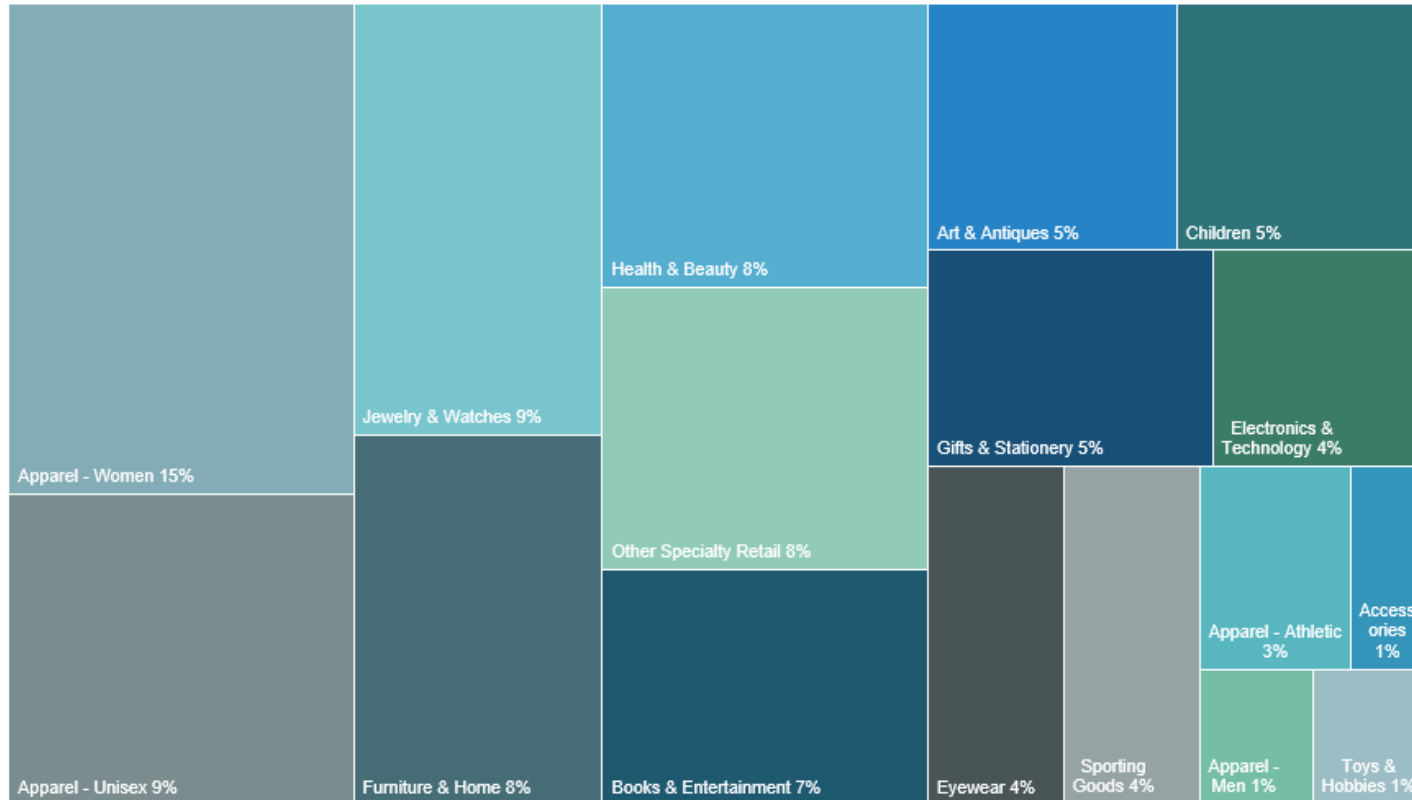
Source: BSD Business Mix Analysis

BSD Local v. National Mix with YOY Comparison
% of Total (n=97)

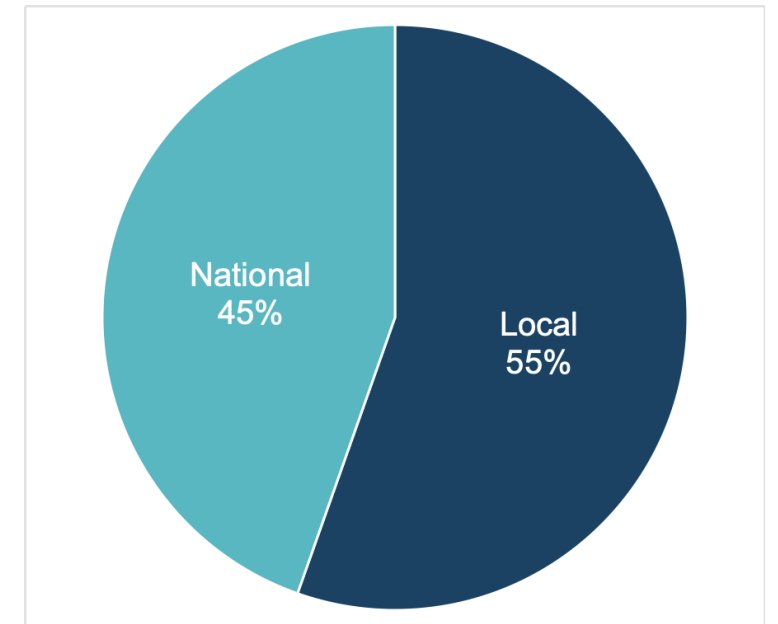


Downtown Naperville, Illinois

Downtown Naperville Retail Composition by Category
% of Total (n=74)



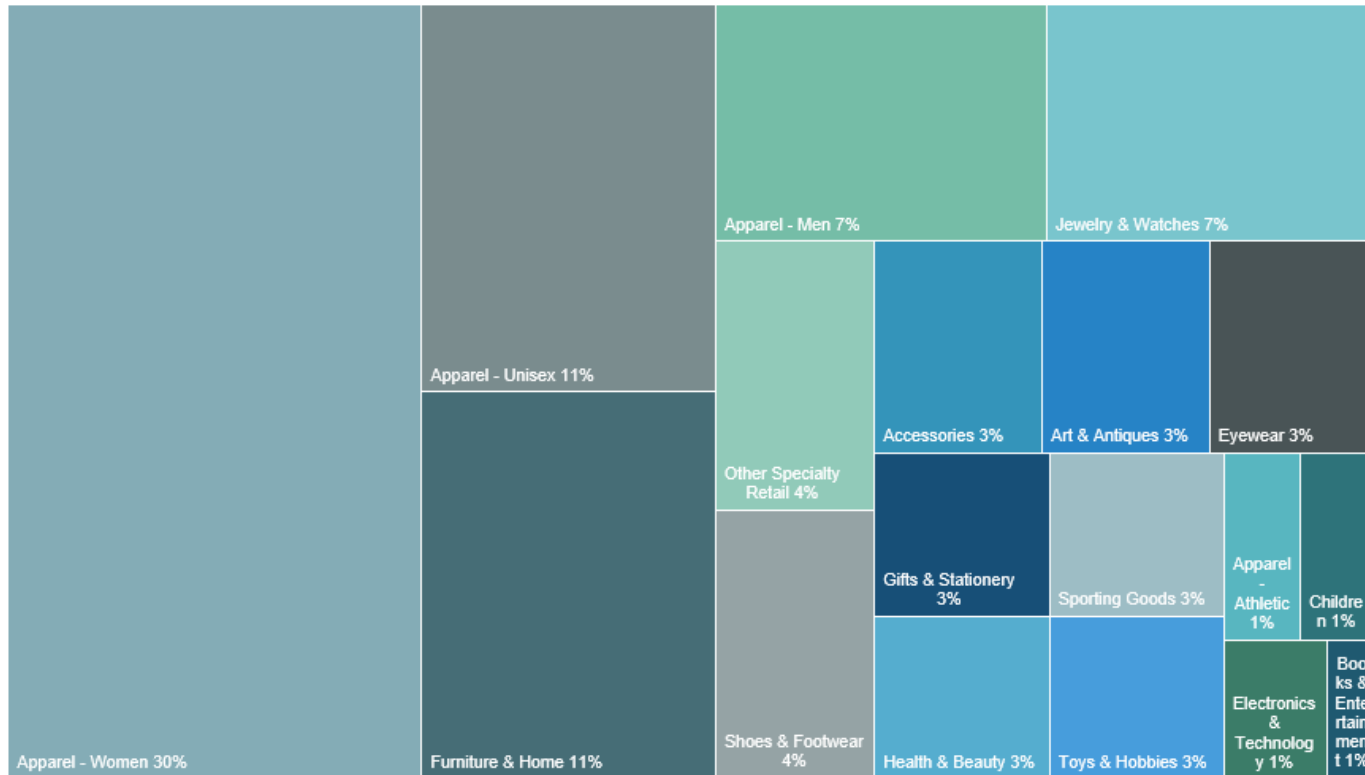
Downtown Naperville Local vs. National Mix
% of Total (n=74)



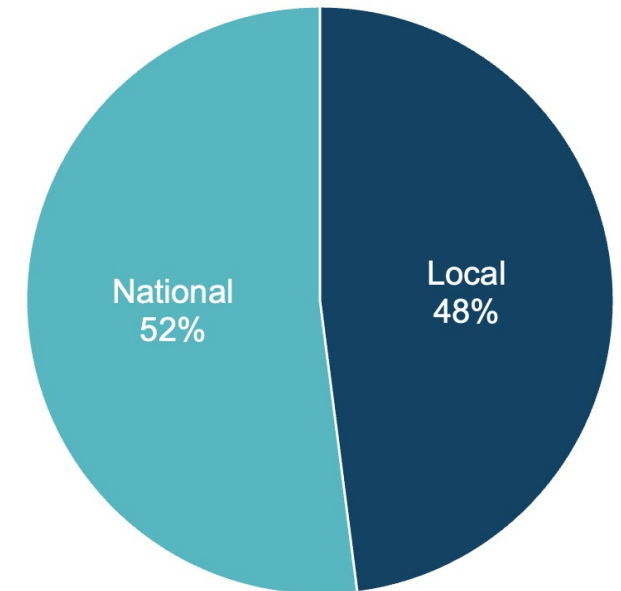
Source: Downtown Naperville Business Directory. Last updated: February 2026.

Greenwich, Connecticut

Greenwich, CT Retail Composition by Category
% of Total (n=148)



Greenwich, CT Local vs. National Mix
% of Total (n=148)



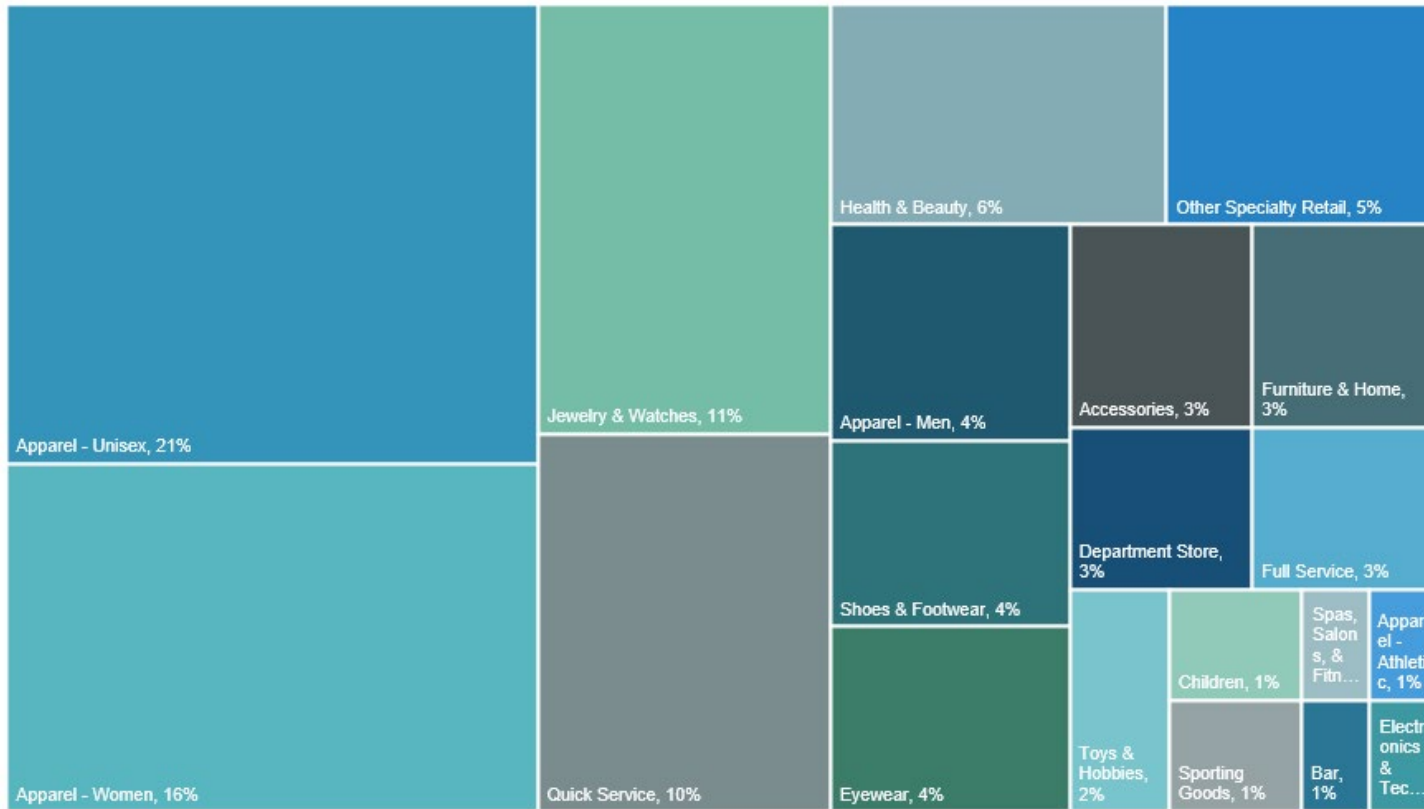
Source: Greenwich Chamber of Commerce, Google, Google Maps. Last updated February 2026.

Note: Greenwich retailers were manually identified using Google/Google Maps because they are not members of the Greenwich Chamber of Commerce. Results are directionally correct

Somerset Mall

Somerset Mall Retail Composition by Category

% of Total (n=156)

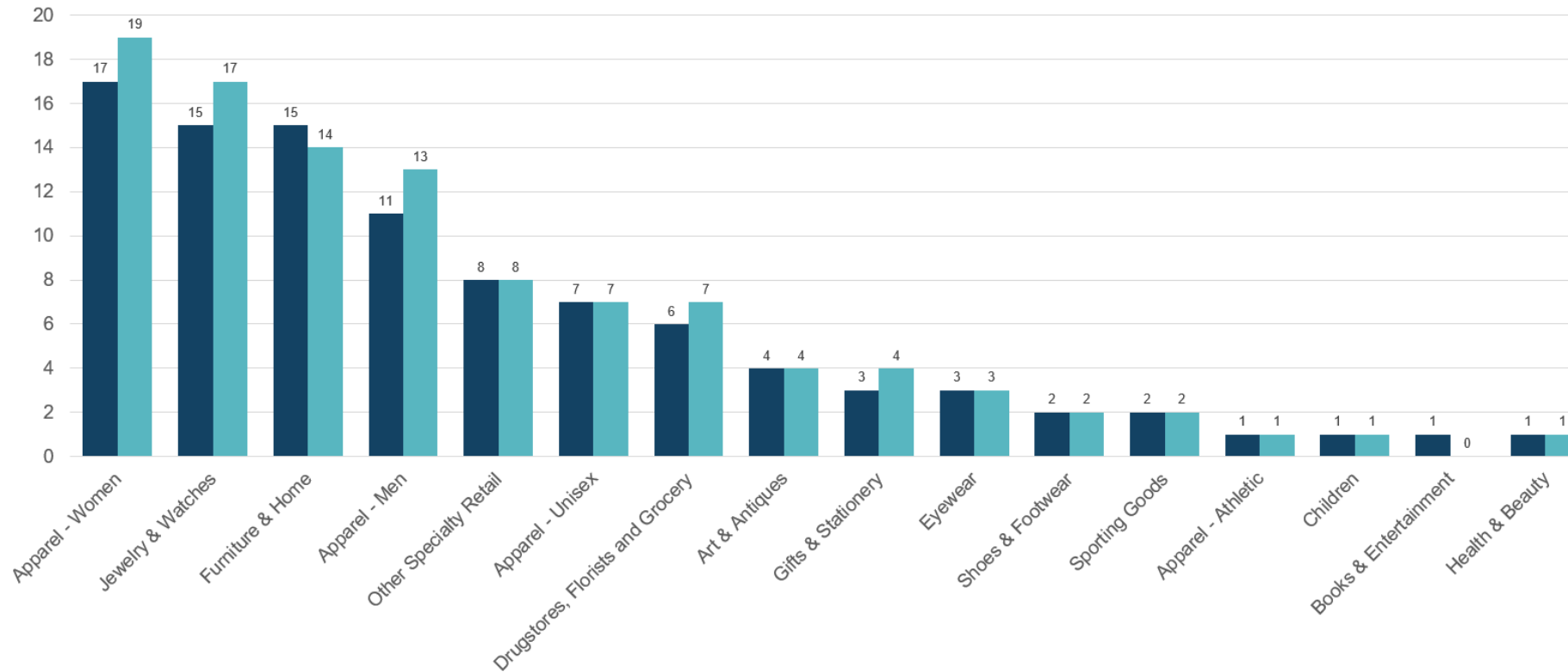


Source: Somerset Directory. Last updated: February 2026.

The top three retail categories represented in the BSD include: Women's Apparel, Jewelry & Watches, and Furniture & Home

Birmingham Shopping District Comparison (November 2024 v. March 2026)

% of Total (n=97)



Source: BSD Business Mix Analysis



BIRMINGHAM
SHOPPING DISTRICT

MEMORANDUM

DATE: May 7, 2026
TO: Birmingham Shopping District Board of Directors
FROM: Erika Bassett
SUBJECT: Wall Art Grant Program

The purpose of the proposed Birmingham Shopping District (BSD) wall art grant program is to fund curated public art on the exterior of private buildings to enhance visual appeal and create engaging spaces that encourage exploration of the district.

Program goals are to:

- Strengthen Birmingham’s identity as a vibrant cultural destination
- Continue to enhance the district through high-quality public art
- Activate underutilized spaces within the district
- Stimulate design improvements within the district
- Support local and regional artists

The BSD Board will be responsible for the authorization and allocation of funds for the wall art grant program. The BSD Board will be responsible for reviewing wall art grant program applications and selecting award recipients. The BSD Board reserves the right to award all or none of the funding in the amounts they deem appropriate to achieve the greatest impact on the district. Applicants must meet the following general eligibility criteria and requirements, and must adhere to the art selection criteria and maintenance requirements listed within, to be considered for the wall art grant award.

Interested applicants should contact the BSD Director.

SUGGESTED MOTION:

Motion to approve the Birmingham Shopping District Wall Art Grant Program as presented to the BSD Board on May 7, 2026.

DRAFT

Birmingham Shopping District Wall Art Grant Program

Program Purpose

The purpose of the Birmingham Shopping District (BSD) wall art grant program is to provide funding for curated public art on the exterior of private buildings to enhance visual appeal and create engaging spaces that encourage exploration of the district.

Program goals are to:

- Strengthen Birmingham’s identity as a vibrant cultural destination
- Continue to enhance the district through high-quality public art
- Activate underutilized spaces within the district
- Stimulate design improvements within the district
- Support local and regional artists

Types of Wall Art

- Permanent wall art (5–10 year lifespan)
- Rotating wall art (temporary installations that may change every 1–3 years)
- Interactive wall art designed for photo opportunities

Award Selection

The BSD Board will be responsible for the authorization and allocation of funds for the wall art grant program. The BSD Board will be responsible for reviewing wall art grant program applications and selecting award recipients. The BSD Board reserves the right to award all or none of the funding in the amounts they deem appropriate to achieve the greatest impact on the district. Applicants must meet the following general eligibility criteria and requirements, and must adhere to the art selection criteria and maintenance requirements listed within, to be considered for the wall art grant award.

General Eligibility Criteria and Requirements

- The location for the proposed wall art must be within the [BSD boundaries](#)
- Applicant must provide written consent from the property owner, if the applicant is not the property owner, authorizing use of the property and permitting the proposed design and ultimately a separate written agreement with the property owner.
- Applicant must provide a digital image of the current proposed location for the wall art including dimensions and current site conditions
- Applicant must agree to properly prepare the surface prior to installation of the artwork
- Applicant must provide a digital rendering, drawing, or photo of the proposed design including artwork dimensions
- Applicant must agree to adhere to the art selection criteria and maintenance requirements
- Applicant must agree to complete the [City of Birmingham Wall Art Application](#) and provide the required documentation including:
 - Two hard copies and one digital copy of the proposed design which includes, but is not limited to, a drawing, rendering or photo of the proposed artwork to be placed on the building, as well as the proposed dimensions of the artwork;

- A photo of the location where the artwork is proposed, along with the dimensions and existing condition of the wall or walls
- A timeframe for the artwork to be exhibited and whether it is intended to be temporary or permanent
- Specifications of materials that will be used for the artwork
- A resume of the artist(s) including name(s), location, and photos of previous work
- Any other data that may be requested by the Public Arts Board, Design Review Board or other City Departments once the Wall Art application is submitted
- [Liability Waiver and Release Form](#) signed by the artist
- Note: final approval of wall art is subject to the review requirements as stated in [City of Birmingham Wall Art Application](#) including section [7.09 Design Review: Review](#) and all other applicable sections of the [Birmingham Code of Ordinances](#)
- Additional agreements and permits may be required

Art Selection Criteria

The following criteria will be considered by the BSD Board:

- **Location and Impact:** The wall art concept and its impact on the proposed location and on the environment around the proposed location
- **Feasibility:** The proposed design and artist's ability to successfully complete the design including the artist's experience and qualifications. Proposed design concepts, materials, timeline to complete the work and expected maintenance schedule will also be considered.
- **Artistic Creativity and Quality:** The artist's proposal should include:
 - Artist's vision and concept(s)
 - Proposed materials
 - Scope of work including preparation, installation, quality inspections, project timeline, project cost and suggested maintenance schedule
 - Artist's resume including name and contact information, a minimum of three (3) examples of the artist's existing work (large-scale examples preferred) and a minimum of two (2) references.
 - Proof of general liability and vehicle liability insurance must be provided at time of mural installation
 - Artists are required to warrant that the proposed artwork is original, and not subject to copyright infringement.
- **Material Quality:** High quality, durable materials rated for use outdoors, resistant to weather and ultraviolet deterioration shall be used. Protective, anti-graffiti coatings shall be used to extend the wall art lifespan.
- **Photography Authorization:** Artist agrees to authorize the City of Birmingham and Birmingham Shopping District to use photographs of the artwork to promote the wall art in marketing materials, websites, and social media to highlight the City's public art.

Maintenance Requirements

- Applicant must agree to maintain the wall art, making reasonable efforts to preserve the wall art as agreed upon during the application process.
- Applicant must monitor the wall art for damage, graffiti, and deterioration.
- Applicant must allow the artist to access the wall art for repairs
- If the building is sold, renovated, or significantly altered, the applicant will notify the BSD regarding the wall art's future.

Distribution of Funds

If approved, funds will be distributed upon project completion. Project must be completed within six months of grant award (or as otherwise specified during the application process).

How to Apply

The BSD is available to assist applicants through the wall art grant application process. To get started, please contact:

Erika Bassett
Birmingham Shopping District Executive Director
ebassett@bhamgov.org
(248) 530-1250

Marketing and Advertising Committee Meeting Minutes

151 Martin Street, Commission Room

April 15, 2026

In Attendance: J. Lundberg (Chair), S. Wolf (Vice Chair), B. Boucher, Z. Kay, A. Pohlod, C. Quezada, E. Bassett, S. Hunter, J. Leavy

Guest: Amy Gill, SEEN Media Group

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

Approval of Minutes:

Motion by Kay seconded by Pohlod, to approve the minutes dated March 11, 2026. All ayes, motion passed.

Social Media Influencer Program

Amy Gill of SEEN Media Group presented an updated list of influencers along with their availability and proposed next steps. The committee requested that Gill inquire about the availability of additional influencers and finalize pricing and proposed content for the selected influencers to present at the May meeting.

Birmingham City Lifestyle – FYE 2027 Contract

Bassett presented the Birmingham City Lifestyle Magazine FYE2027 contract for the annual ad plan which is to include a 1/2 page ad in the magazine each month, plus added value including the Holiday Gift Guide, a summer feature and more. Motion by Kay, seconded by Pohlod to approve the contract for Birmingham City Lifestyle Magazine. All ayes, motion passed.

Social Media Update

Bassett provided the March 2026 Saturday Social analytics report which showed growth on both Instagram, Facebook and LinkedIn in nearly all metrics demonstrating audience engagement.

Light Pole Banners

Light pole banner design examples for North and South Old Woodward were presented to the committee. The committee selected a template and requested additional image examples be provided for review via email.

The meeting ended at 9:35 a.m.

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

Maintenance/Capital Improvement Committee Meeting Minutes
151 Martin Street Conference Rooms 202 & 203
April 14, 2025

Members in Attendance: Sarvy Lipari (Chair), Bill Roberts, Steve Quintal, Amy Pohlod, Doug Fehan
Members Absent: Michele Taddei
Staff Present: Erika Bassett, Melinda Comerford
Guests: Roman, Ron & Roman Architects

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

Approval of Minutes: Motion by Fehan, seconded by Quintal, to approve the minutes dated March 10, 2026. All ayes, motion passed.

Public Comment: Roman, from Ron & Roman Architects, presented a mural concept for 588 North Old Woodward Avenue.

Worry Free Floral Baskets Agreement

Bassett presented the proposed agreement for 2027-2029, totaling \$42,112.00. Motion by Pohlod, seconded by Quintal, to recommend the 2027-2029 Worry Free Floral Baskets Agreement to the BSD Board for approval. All ayes, motion passed.

Lot 6

- **Maintenance – Electrical:** Bassett reported that DTE must replace its large wooden pole in Lot 6 on which the Farmers Market electrical box is located. For DTE to complete this work, the electrical box must be removed and reinstalled on the new pole. A proposal from the City's recommended electrician, Lee & Associates, totaling \$1,202.00 was presented. Motion by Fehan, seconded by Pohlod, to approve the proposal as a Maintenance & Capital Improvements expense. All ayes, motion passed.
- **Mural:** Bassett advised that the property owner of 588 North Old Woodward Avenue is interested in working with the BSD and City on the installation of a mural facing Lot 6. The committee reviewed proposed concepts from two artists. The committee agreed to consider allocating funds to this project and would like to have additional concepts to review as soon as possible.

Mural Grant Program

Bassett presented a Mural Grant Program draft for the committee's review. There was no feedback during the meeting, however Bassett asked committee members to further review and submit feedback by April 20, 2026.

Willits Alley

The committee viewed three recommended lighting options from DTE for the large wooden light poles in Willits Alley. The committee selected the same option that is currently installed on the South Old Woodward Avenue streetlights. Bassett advised that she will be meeting with the Public Arts Board on April 15, 2026 to discuss public art on the City property in Willits Alley.

Ongoing Updates

- **Holiday Lighting 2025/2026:** Bassett reported that DPS plans to report the final costs in May.
- **Holiday Tree Replacement:** Bassett reported that DPS is working with the City Attorney on the agreement and will be submitting a memo to the City Commission soon.

- Powerwashing: Bassett reported that powerwashing is scheduled to occur sometime between May 1- 22, 2025. The BSD will notify the businesses once they have more information.
- Dog Waste Bags: Bassett advised that DPS installed three new dog waste bag holders in the BSD area in response to reports of increased pet droppings in planter beds. BSD will monitor the costs and report back to the committee as needed.
- Light Pole Banners: Bassett advised that DTE has provided specs for the light pole banners on North Old Woodward Avenue and South Old Woodward Avenue and that the marketing committee would be reviewing concepts at its April 15, 2026 meeting.

The meeting adjourned at 9:45 a.m.

Next Meeting: Tuesday, May 12, 2026, at 8:30 a.m.

DRAFT

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

MAY 2026

Office Occupancy Rate 91%

Retail Occupancy Rate 99%

Name of Business	Property Address	Street Name	Notes	Date of notification	Scheduled to Open/Moved/Opened in last 12 months
Shoppe Cozette	266	Maple Road, East	Apparel & Accessories	04/30/26	Scheduled to Open
The Pearl Market	856	Old Woodward, North	Grocery/Specialty	04/30/26	Scheduled to Open
No. 28	211	Hamilton Row	Dining	04/30/26	Scheduled to Open
LAQR	233	Old Woodward, North	Specialty Retailer	03/31/26	Scheduled to Open
Lost and Found Vintage	574	Old Woodward, North	Apparel	03/24/26	Scheduled to Open
Konstant Relief Holistic Therapy	1025	Maple Road, East, Suite B14	Massage	03/24/26	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
Vie Real Estate	1025	Maple Road, East, Suite 201	Real Estate	11/20/25	Scheduled to Open
J.Jill	284	Maple Road, West	Apparel	11/18/25	Scheduled to Open
Vuori	100	Old Woodward, South	Apparel	10/20/25	Scheduled to Open
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
HealthMarkets	925	Maple Road, East	Insurance	06/17/25	Scheduled to Open
VITAstir	251	Merrill Street, East, Suite 202	Medical	06/12/25	Scheduled to Open
Besos	239	Old Woodward, North	Dining	04/27/26	Opened
Rockefeller Fianancial	260	Brown Street, Suite 300	Financial	04/21/26	Opened
Studio 33' Blossom	730	Old Woodward, North, Lower Level	Salon	04/21/26	Opened
Veloura Beauty	363	Maple Road, East	Salon	03/31/26	Opened
SkinergyMD	373	Old Woodward, South	Medspa	03/24/26	Opened

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

MAY 2026

Office Occupancy Rate 91%

Retail Occupancy Rate 99%

Name of Business	Property Address	Street Name	Notes	Date of notification	Scheduled to Open/Moved/Opened in last 12 months
Rag & Bone	106	Old Woodward, South	Apparel	03/24/26	Opened
Kaishin Izakaya	176	Old Woodward, South	Dining	03/24/26	Opened
Massage Koko Hazel	255	Old Woodward, South, Suite 150	Salon	03/11/26	Opened
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
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

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

MAY 2026

Office Occupancy Rate 91%

Retail Occupancy Rate 99%

Name of Business	Property Address	Street Name	Notes	Date of notification	Scheduled to Open/Moved/Opened in last 12 months
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

Tourism Advisory Group Meeting Minutes
Conference Rooms 203, City Hall, 151 Martin Street, Birmingham, MI
April 22, 2026, at 10 a.m.

In Attendance: R. Craft, M. Gamboa, C. Donnelly, K. Cummings, A. VanGeldereren
Guests: K. O'Shea
Staff: E. Bassett
Absent: J. Bauman, A. Norris
Public Comment: None

The meeting was called to order at 10:01 a.m.

Motion by VanGeldereren, seconded by Craft to approve the minutes dated September 24, 2025. All ayes, motion passed.

Oakland County Tourism

Bassett presented the Oakland County Tourism Five-Year Strategic Plan.

Visitor Profile Report

Bassett presented the 2025 Visitor Profile Report including comparisons to last year's report. Bassett to send the report to the group.

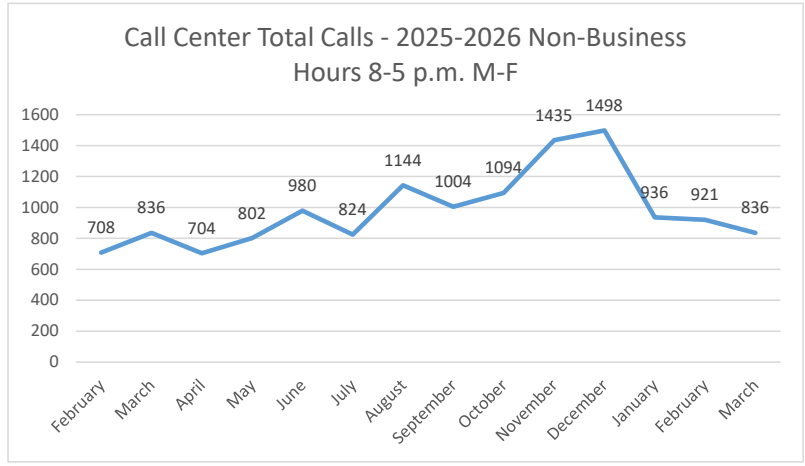
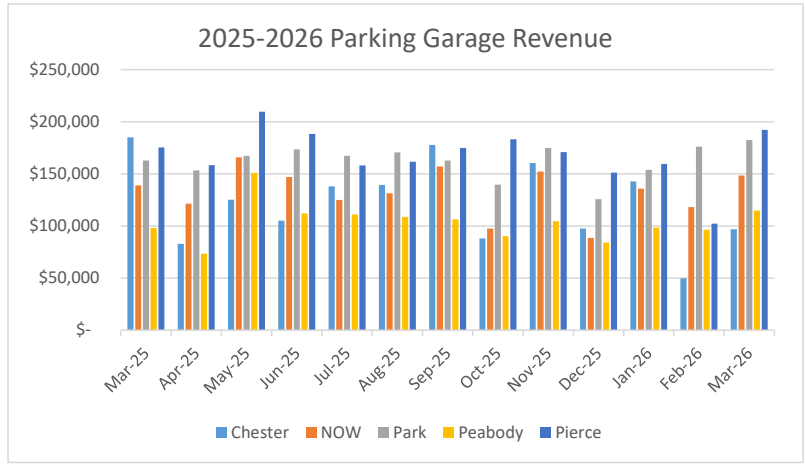
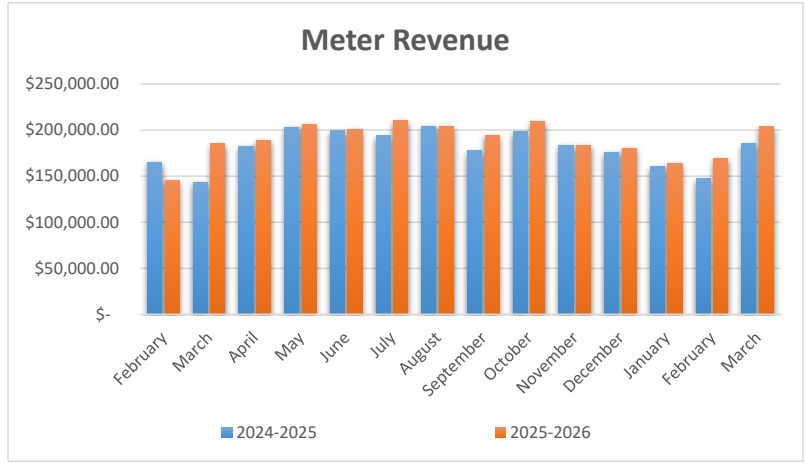
Website and Tours

Bassett shared the tours currently available on the BSD website. Craft and O'Shea mentioned possible tours that could be added including a kid-focused tour that could include the library and other stops around town and an architectural tour. VanGeldereren added that the Public Arts Board is working on QR codes for sculptural art that people can access for more information about each installation.

Downtown Guide

Bassett provided copies of the printed Downtown Guide.

Next Meeting: September 16, 2026



MONTHLY PARKING PERMITS SOLD					
	Chester	N. Old Woodward	Park	Peabody	Pierce
Unreserved	1254	908	964	518	820
Evening	7	14	12	12	24
Total	1261	922	976	530	844

Facility	(All)
Row Labels	Count of Reason
02-Credit Card Payment	79
03-Cash Payment	13
04-Invalid Ticket / Ticketless Options	54
05-Invalid Validation	18
06-Assistance On Site	7
07-Lost Ticket	28
08-Ghost Call	280
09-Vendor	4
11-Equipment Issue	91
13-Monthly	106
14-Test Call	1
16-Network - Audio/Video Issue	111
17-Insufficient Funds	14
24-General Information	30
Grand Total	836

Facility	City of Birmingham Michigan - Chester St Garage
Row Labels	Count of Reason
02-Credit Card Payment	3
04-Invalid Ticket / Ticketless Options	2
05-Invalid Validation	4
07-Lost Ticket	1
08-Ghost Call	26
11-Equipment Issue	4
13-Monthly	24
16-Network - Audio/Video Issue	11
17-Insufficient Funds	1
24-General Information	1
Grand Total	77

Facility	City of Birmingham Michigan - Old North Woodward
Row Labels	Count of Reason
02-Credit Card Payment	12
03-Cash Payment	3
04-Invalid Ticket / Ticketless Options	13
05-Invalid Validation	5
07-Lost Ticket	3
08-Ghost Call	48
09-Vendor	3
11-Equipment Issue	8
13-Monthly	20
16-Network - Audio/Video Issue	19
17-Insufficient Funds	5
24-General Information	4
Grand Total	143

Facility	City of Birmingham Michigan - Park St. Garage
Row Labels	Count of Reason
02-Credit Card Payment	10
04-Invalid Ticket / Ticketless Options	10
05-Invalid Validation	5
06-Assistance On Site	3
07-Lost Ticket	9
08-Ghost Call	60
11-Equipment Issue	29
13-Monthly	24
16-Network - Audio/Video Issue	22
17-Insufficient Funds	1
24-General Information	9
Grand Total	182

Facility	City of Birmingham Michigan - Peabody Garage
Row Labels	Count of Reason
02-Credit Card Payment	20
03-Cash Payment	1
04-Invalid Ticket / Ticketless Options	14
05-Invalid Validation	3
06-Assistance On Site	1
07-Lost Ticket	5
08-Ghost Call	69
11-Equipment Issue	46
13-Monthly	7
14-Test Call	1
16-Network - Audio/Video Issue	25
17-Insufficient Funds	3
24-General Information	13
Grand Total	208

Facility	City of Birmingham Michigan - Pierce Garage
Row Labels	Count of Reason
02-Credit Card Payment	34
03-Cash Payment	9
04-Invalid Ticket / Ticketless Options	15
05-Invalid Validation	1
06-Assistance On Site	3
07-Lost Ticket	10
08-Ghost Call	77
09-Vendor	1
11-Equipment Issue	4
13-Monthly	31
16-Network - Audio/Video Issue	34
17-Insufficient Funds	4
24-General Information	3
Grand Total	226

FREE PARKING REPORT

February 2026

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE VEHICLES
CHESTER	4,946	1,904	\$20,786.00	38%
OLD WOODWARD	12,714	6,647	\$40,870.00	52%
PARK	18,409	8,301	\$61,404.20	45%
PEABODY	19,853	11,382	\$46,892.00	57%
PIERCE	19,513	8,066	\$74,051.00	41%
TOTALS	75435	36300	\$244,003.20	48%

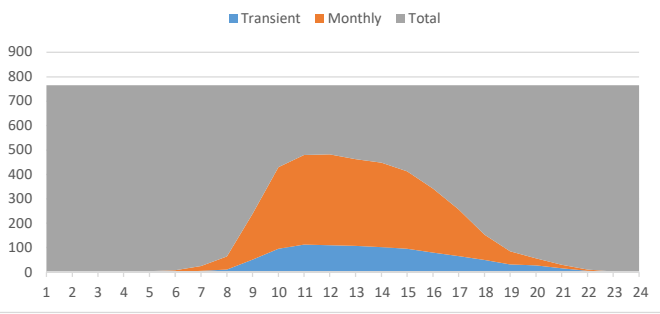
Paying cars	Rate per
3,042	\$6.83
6,067	\$6.74
10,108	\$6.07
8,471	\$5.54
11,447	\$6.47
	\$6.33

March 2026

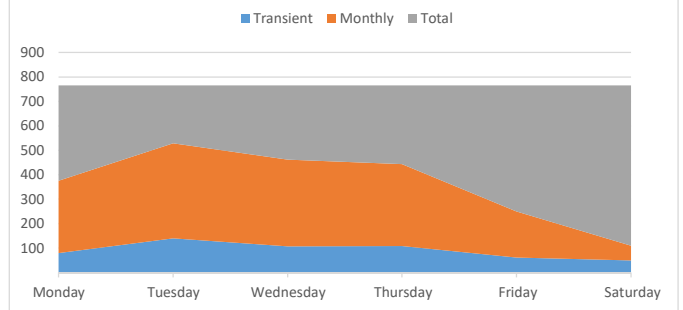
GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE VEHICLES
CHESTER	5,522	2,279	\$10,120.00	41%
OLD WOODWARD	15,621	8,170	\$29,474.00	52%
PARK	21,389	9,796	\$43,598.00	46%
PEABODY	22,074	12,835	\$47,799.00	58%
PIERCE	21,761	9,380	\$79,064.00	43%
TOTALS	86,367	42,460	\$210,055.00	49%

Paying cars	Rate per
3,243	\$3.12
7,451	\$3.96
11,593	\$3.76
9,239	\$5.17
12,381	\$6.39
	\$4.48

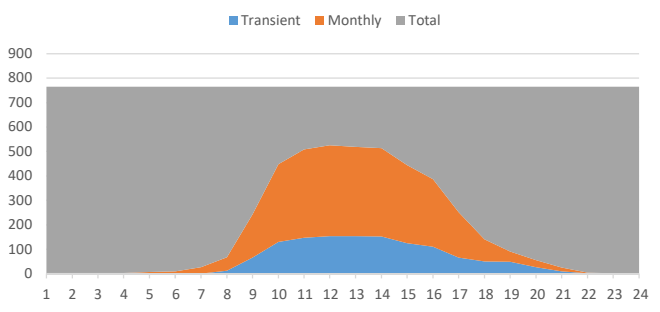
Chester Occupancy Wednesday 3/4/2026



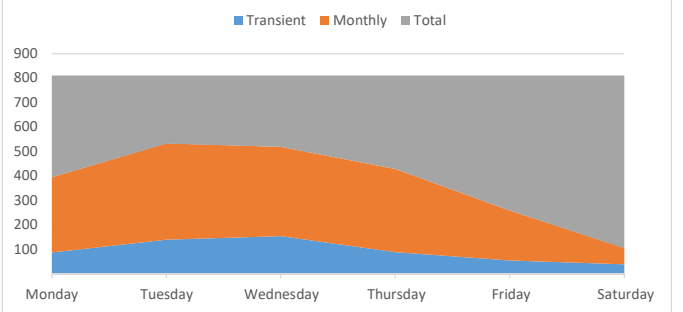
Chester Occupancy Week of 3/7/2026



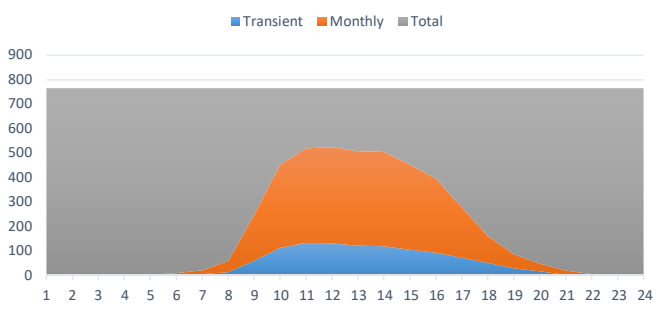
Chester Occupancy Wednesday 3/11/2026



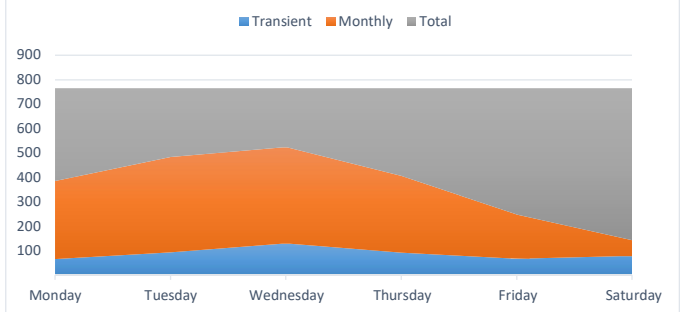
Chester Occupancy Week of 3/14/2026



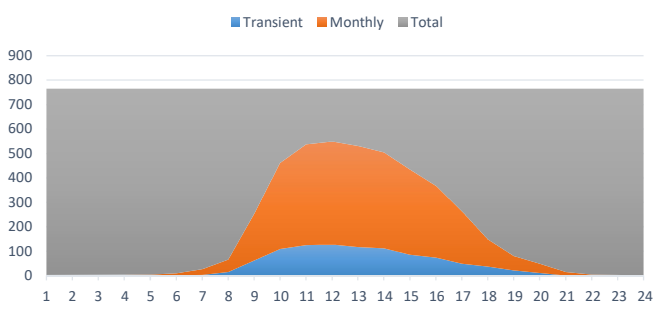
Chester Occupancy Wednesday 3/18/2026



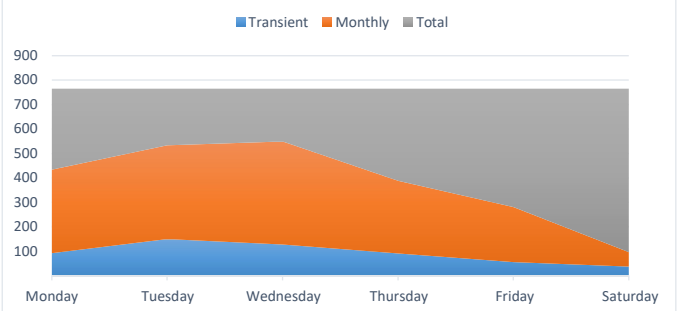
Chester Occupancy Week of 3/21/2026

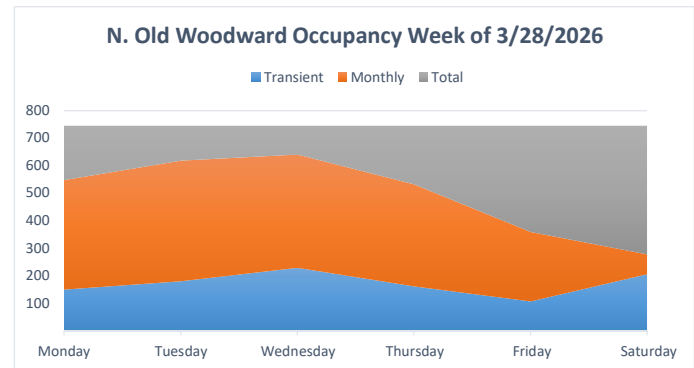
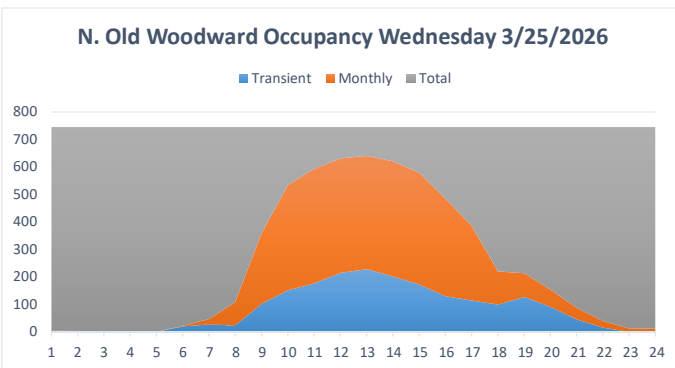
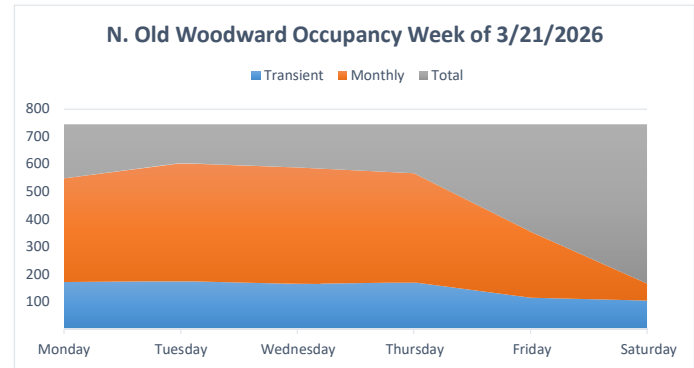
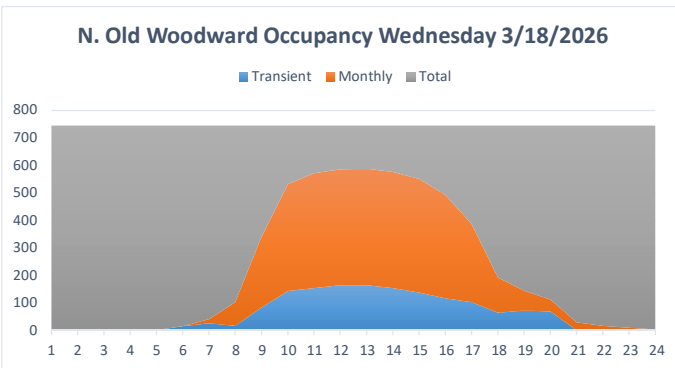
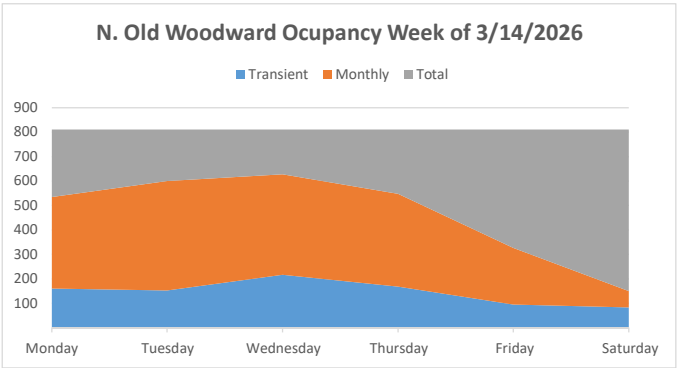
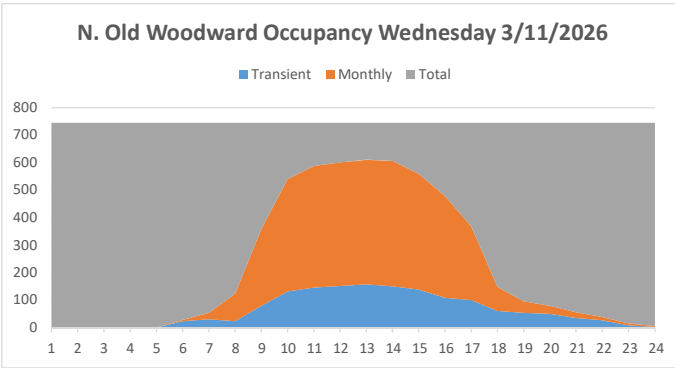
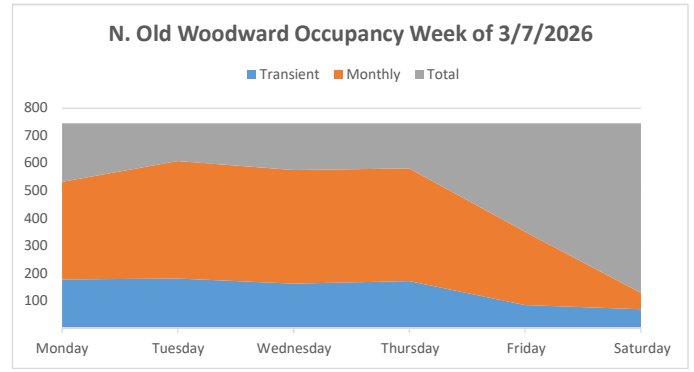
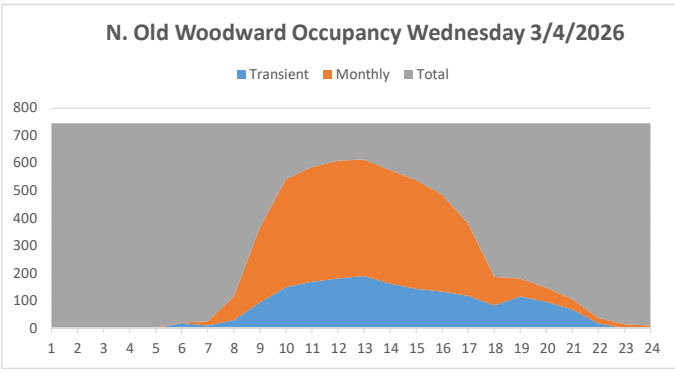


Chester Occupancy Wednesday 3/25/2026

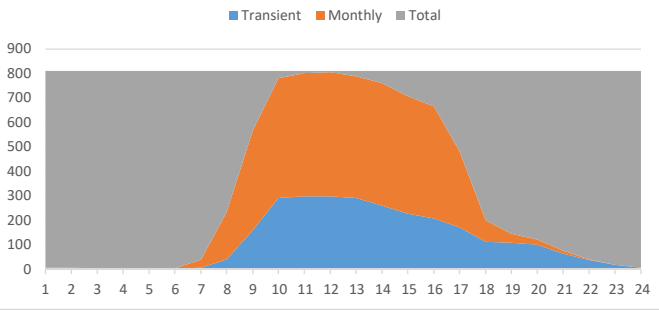


Chester Occupancy Week of 3/28/2026

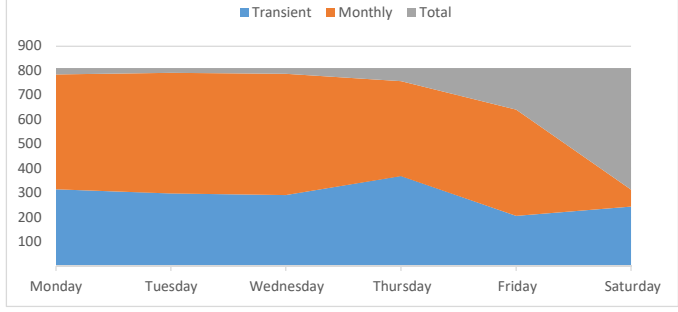




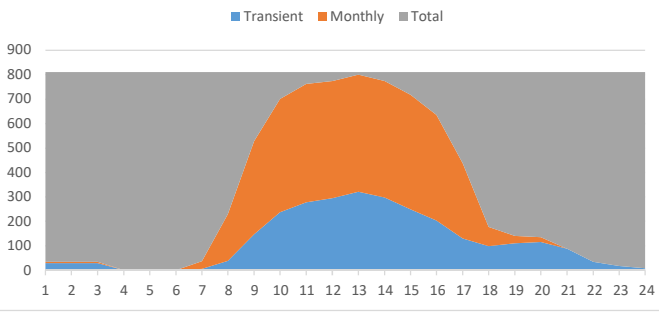
Park Occupancy Wednesday 3/4/2026



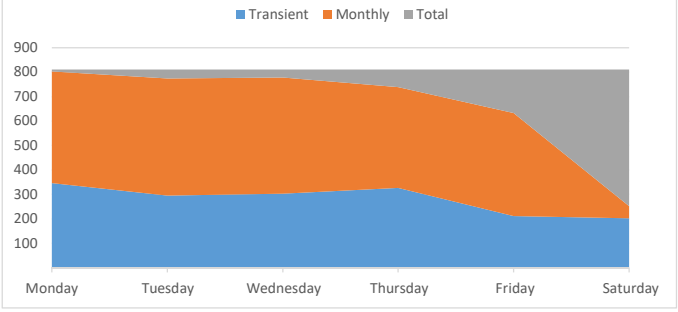
Park Occupancy Week of 3/7/2026



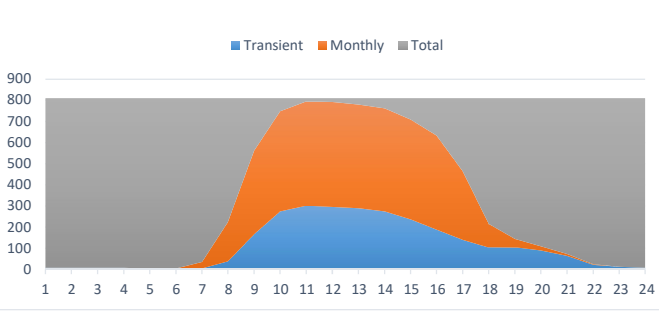
Park Occupancy Wednesday 3/11/2026



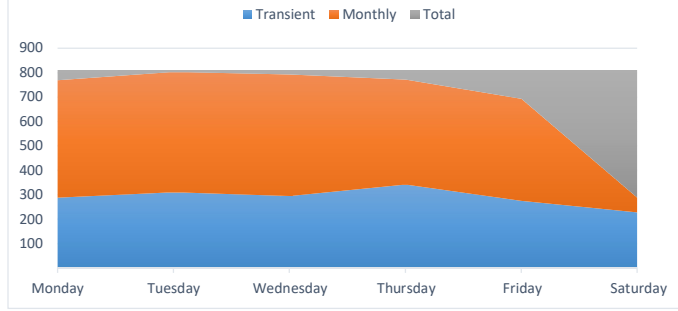
Park Occupancy Week of 3/14/2026



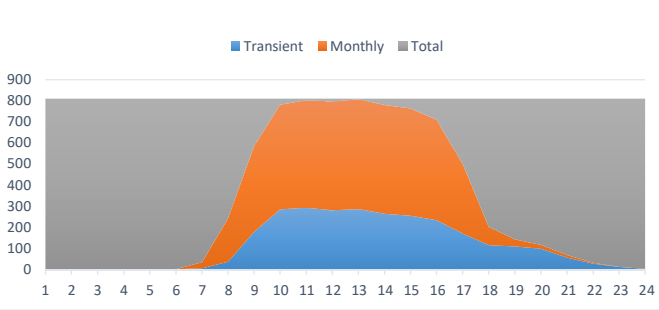
Park Occupancy Wednesday 3/18/2026



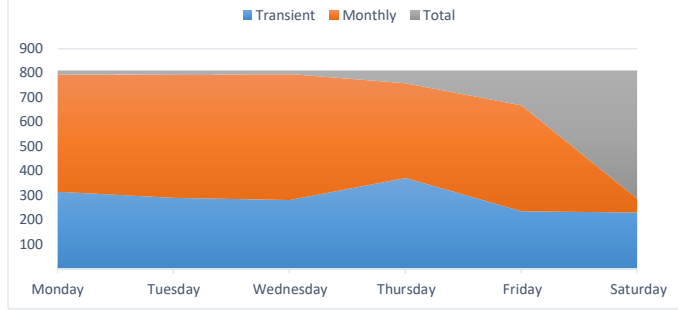
Park Occupancy Week of 3/21/2026



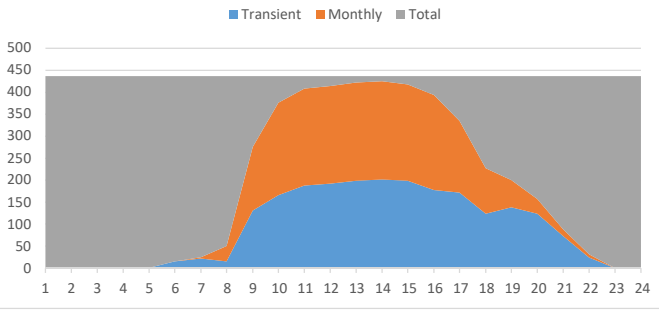
Park Occupancy Wednesday 3/25/2026



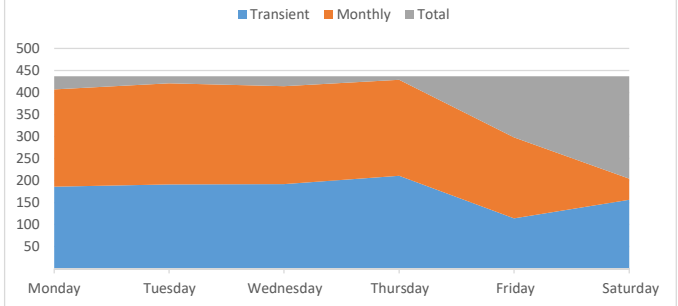
Park Occupancy Week of 3/28/2026



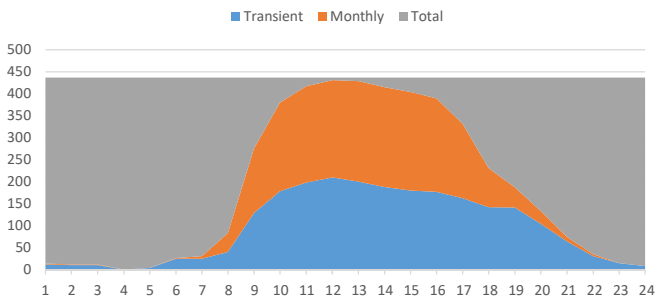
Peabody Occupancy Wednesday 3/4/2026



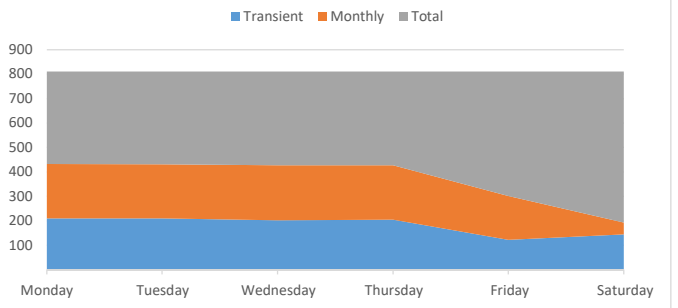
Peabody Occupancy Week of 3/7/2026



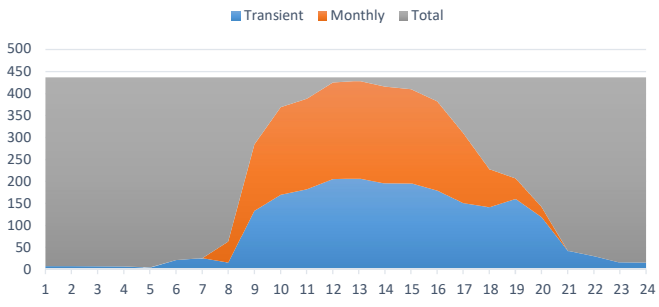
Peabody Occupancy Wednesday 3/11/2026



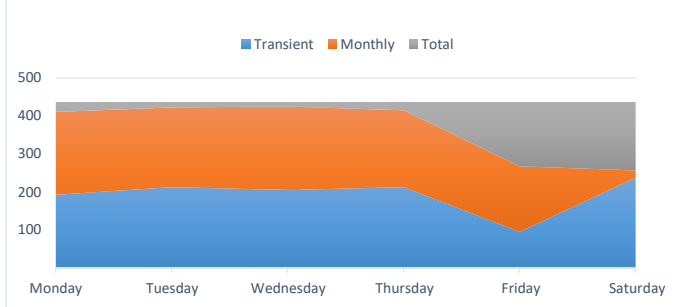
Peabody Occupancy Week of 3/14/2026



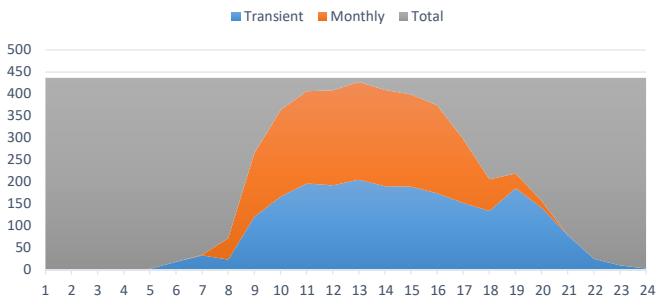
Peabody Occupancy Wednesday 3/18/2026



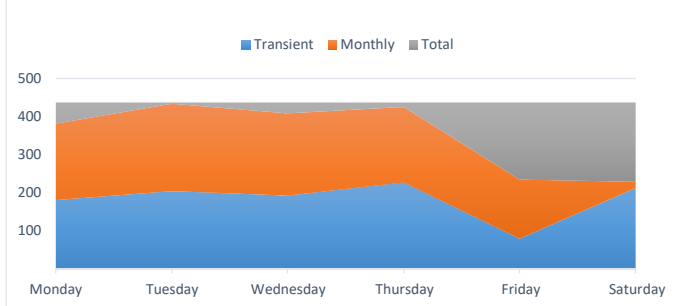
Peabody Occupancy Week of 3/21/2026



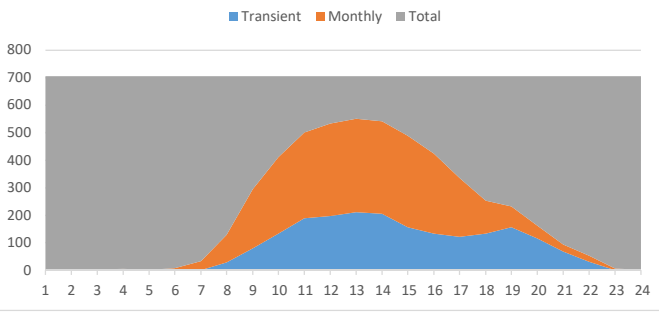
Peabody Occupancy Wednesday 3/25/2026



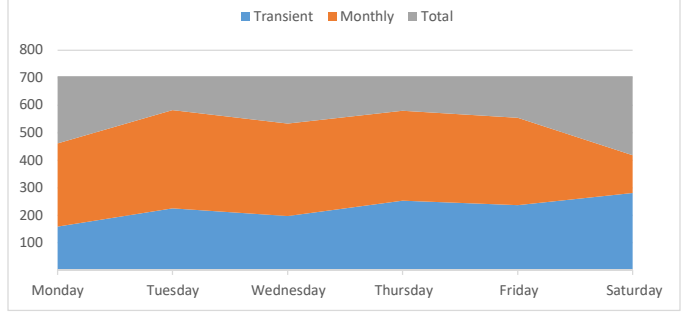
Peabody Occupancy Week of 3/28/2026



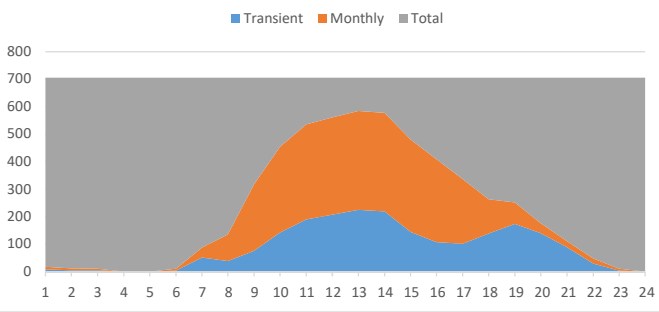
Pierce Occupancy Wednesday 3/4/2026



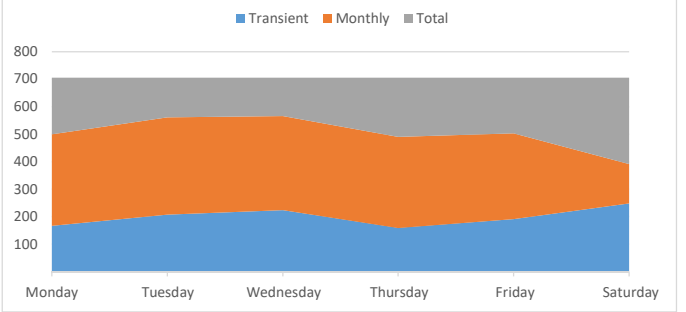
Pierce Occupancy Week of 3/7/2026



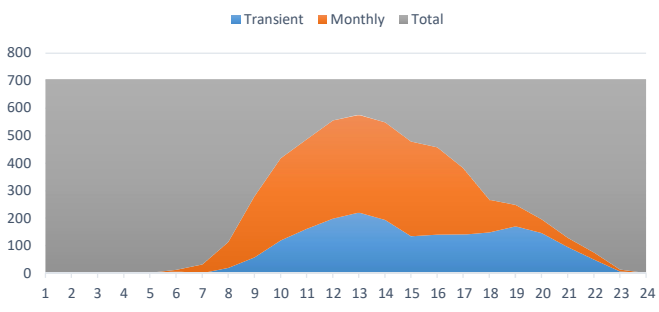
Pierce Garage Occupancy Wednesday 3/11/2026



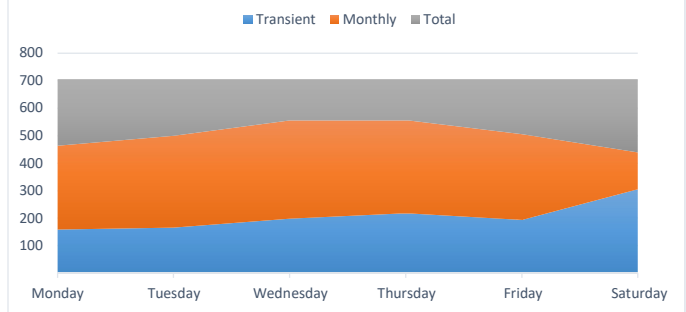
Pierce Garage Occupancy Week of 3/14/2026



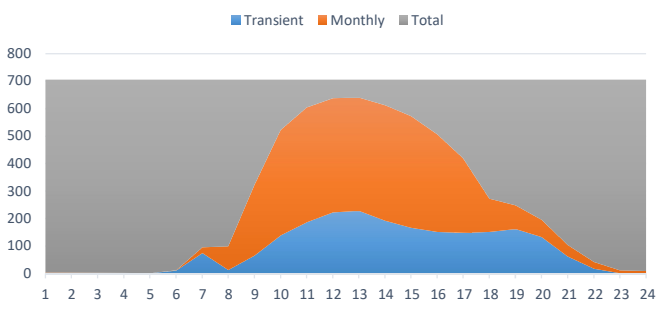
Pierce Occupancy Wednesday 3/18/2026



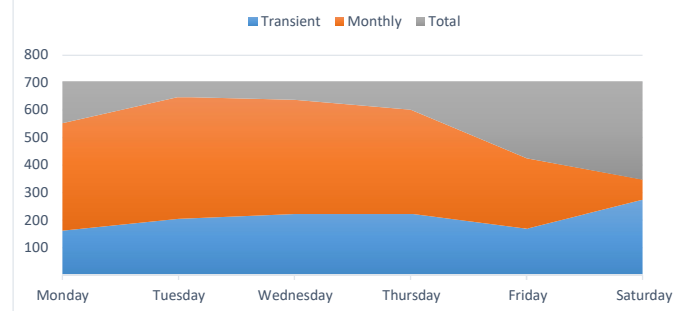
Pierce Occupancy Week of 3/21/2026

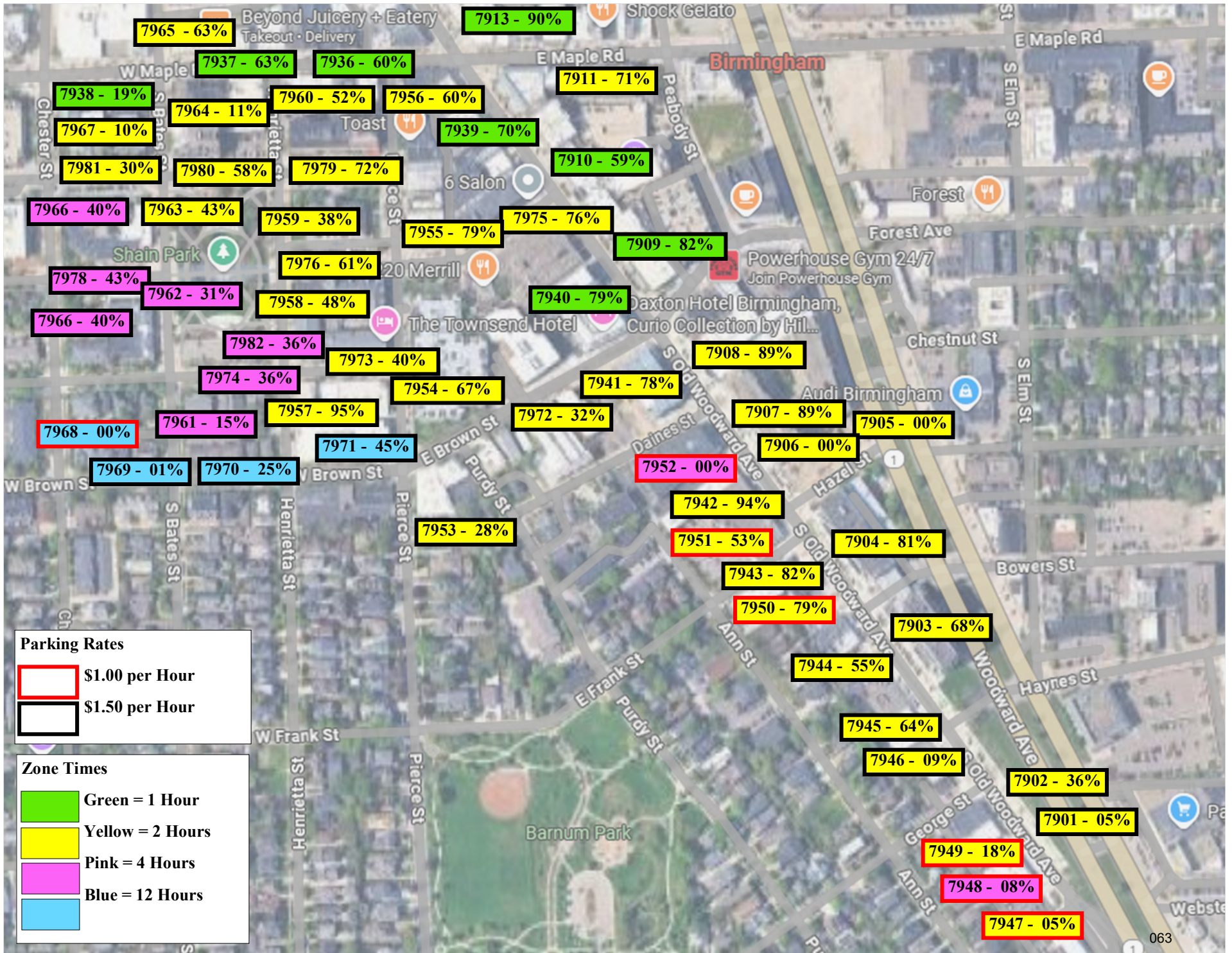


Pierce Occupancy Wednesday 3/25/2026



Pierce Occupancy Week of 3/28/2026







Parking Rates

- \$1.00 per Hour
- \$1.50 per Hour

Zone Times

- Green = 1 Hour
- Yellow = 2 Hours
- Pink = 4 Hours
- Blue = 12 Hours

7927 - 34%

7928 - 39%

7926 - 36%

7925 - 14%

7924 - 23%

7929 - 61%

7923 - 64%

7922 - 59%

7930 - 44%

7931 - 47%

7921 - 64%

7920 - 29%

7919 - 56%

7985 - 57%

7932 - 51%

7984 - 72%

7916 - 88%

7918 - 56%

7917 - 64%

7933 - 51%

7934 - 76%

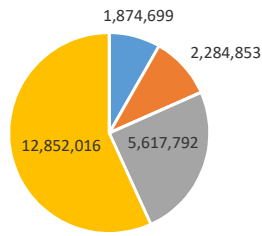
7914 - 76%

7983 - 06%

7935 - 50%

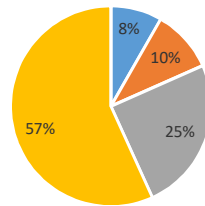
7915 - 46%

March 2026 - Total Minutes - 9,777,344 out of 22,629,360



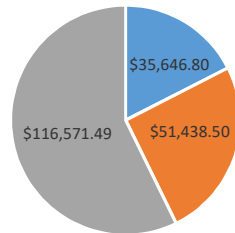
■ Cash ■ Credit Card ■ ParkMobile ■ Unused Minutes

March 2026 - Total Minutes 9,777,344 out of 22,629,360



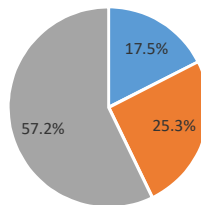
■ Cash ■ Credit Card ■ ParkMobile ■ Unused Minutes

March 2026 Meters - Total Revenue \$203,656.79



■ Cash ■ Credit Card ■ ParkMobile

March 2026 Meters - % of Total Revenue \$203,656.79



■ Cash ■ Credit Card ■ ParkMobile

Birmingham Shopping District Attendance Record

Name of Board: Birmingham Shopping District

Year: 2026

Members Required for Quorum: 7

MEMBER NAME	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	SPEC MTG	SPEC MTG	Total Mtgs. Att.	Total Absent	Percent Attended Available
REGULAR MEMBERS																	
Jana Ecker	P	P	P	A											3	1	75%
Beth Hussey	P	P	P	A											3	1	75%
Zachery Kay	P	P	P	P											4	0	100%
Jessica Lundberg	P	P	P	P											4	0	100%
Mike McKenzie	Ae	P	Ae	P											2	2	50%
Amy Pohlod	P	P	P	P											4	0	100%
Bill Roberts	P	P	P	P											4	0	100%
Minna Sharrak	P	P	Ae	P											3	1	75%
Sam Surnow	Ae	P	P	A											2	2	50%
Michele Taddei	P	P	P	P											4	0	100%
Sloane Wolf	P	P	A	P											3	1	75%
Member Name															0	0	#DIV/0!
															0	0	#DIV/0!
															0	0	#DIV/0!
Reserved															0	0	#DIV/0!
Doug Fehan	P	P	P	P											4	0	100%
Sarvy Lipari	P	P	P	P											4	0	100%
Present or Available	9	11	8	8	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