



**Birmingham Shopping District Agenda**  
**Thursday, June 4, 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. 3-6)
3. Consent Agenda
  - a. Approval of BSD Board Minutes – May 7, 2026 (pg. 7-11)
  - b. Approval of Vouchers – May 2026 (pg. 12-13)
  - c. Absence Waivers – Lundberg, Surnow, Ecker
4. New Business
  - a. Social Media Management and Content Creation Agreement (pg. 14-21)
  - b. Committee Application (pg. 22-23)
5. Presentations
  - a. Sustainability Fee Update
  - b. Principal Shopping District Fund (pg. 24-29)
6. Old Business
7. Reports
  - a. Committee Reports: (pg. 30-55)
    - i. Special Events – Kay
    - ii. Marketing and Advertising – Lundberg
    - iii. Maintenance and Capital Improvements – Lipari
    - iv. Business Development – Surnow
    - v. Executive Board – Pohlod
  - b. Wayfinding Committee – Fehan
  - c. Advisory Parking Committee – Taddei
  - d. Executive Director Report – Bassett (pg. 1-2)
8. Information: Other Announcements, Attendance, & Monthly Meeting Schedule (pg. 56-57)
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**

**June 4, 2026**

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

#### Finance Reports

File and receive the financial reports for the period ending April 30, 2026.

#### Consent Agenda Items

**Motion:** To approve the consent agenda for June 4, 2026, as presented.

- a. Minutes  
Minutes from the May 7, 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 May 2026.

#### New Business

- a. Social Media Management and Content Creation Agreement
- b. Committee Application

#### Presentations

- a. Sustainability Fee Update
- b. Principal Shopping District Fund

#### Old Business

#### Executive Director Report

#### **BSD Board Meeting Schedule and Location:**

The June 4, 2026 BSD Board meeting is the last meeting currently scheduled to take place at The Community House.

The July 2, 2026 BSD Board meeting is canceled due to a lack of quorum. Additionally, the Executive Committee meeting scheduled for June 24, 2026 is canceled due to a lack of agenda items.

The next Board meeting will occur on August 6, 2026. The location for the August 6, 2026 BSD Board meeting will be included in the agenda packet distributed prior to the meeting.



## BIRMINGHAM

SHOPPING DISTRICT

### **Budget:**

The proposed fiscal year 2027 budget was approved by the City Commission at its regular meeting on May 18, 2026. Visit [bhamgov.org/budget](https://bhamgov.org/budget) to review the budget draft and for more information.

### **Special Events:**

The Farmers Market and spring/summer events are underway. In addition to the weekly Farmers Market, June and July special events include:

- June 5, 2026: Outdoor Movie Night featuring Smurfs
- June 14, 2026: [Farmers Market](#) Strawberry Jam-Boree and Second Sunday Fitness featuring a free yoga class at 9 a.m. led by Community Yoga Studio ([register here](#)).
- July 10, 2026: Outdoor Movie Night featuring Tangled
- July 12, 2026: Farmers Market Second Sunday Fitness featuring a free fitness class led by Solidcore ([register here](#)).
- July 19, 2026: Farmers Market Super Farmer Day
- July 25, 2026: [Day On The Town](#) – the biggest retail event of the year!

Visit [downtownbirmingham.com/events](https://downtownbirmingham.com/events) for a full list of events.

### **Spring Downtown Maintenance Update:**

The hanging baskets are up and spring power washing is complete throughout downtown. New light pole banners are expected to be installed along North Old Woodward Avenue and South Old Woodward Avenue by early June.

### **Dismount Signage – Additional Sidewalk Decals**

The Police Department has added ten additional dismount notification decals to the sidewalks in the downtown area. These decals serve as a reminder that motorized and non-motorized bicycles, scooters, etc...are not allowed on sidewalks throughout the downtown area. The Police Department also circulates several A-Frame-style dismount notification signs throughout downtown.

Fund 235.0 PRINCIPAL SHOPPING DISTRICT

GL Number	Description	Balance
*** Assets ***		
235.0-000.000-005.0000	CASH AND INVESTMENTS	2,113,079.68
235.0-000.000-036.0000	MISCELLANEOUS	8,114.00
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
<b>Total Assets</b>		<b>2,341,972.83</b>
*** Liabilities ***		
235.0-000.000-200.0000	SUSPENSE ACCOUNT	4,006.39
235.0-000.000-202.0000	ACCOUNTS PAYABLE	35,623.99
235.0-000.000-255.0001	GIFT CERTIFICATES	600.00
235.0-000.000-362.0300	DEFERRED INFLOWS - MISCELLANEOUS I	9,571.45
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
<b>Total Liabilities</b>		<b>269,123.53</b>
*** Fund Balance ***		
235.0-000.000-390.0000	RETAINED EARNINGS	1,836,578.04
<b>Total Fund Balance</b>		<b>1,836,578.04</b>
<b>Beginning Fund Balance</b>		<b>1,836,578.04</b>
<b>Net of Revenues VS Expenditures</b>		<b>236,271.26</b>
<b>Ending Fund Balance</b>		<b>2,072,849.30</b>
<b>Total Liabilities And Fund Balance</b>		<b>2,341,972.83</b>

PERIOD ENDING 04/30/2026

GL NUMBER	DESCRIPTION	ACTIVITY FOR						
		2024-25 AMENDED BUDGET	END BALANCE 06/30/2025	2025-26 AMENDED BUDGET	MONTH 04/30/26	YTD BALANCE 04/30/2026	% 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								
235.0-000.000-452.0901	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	2,664.96	1,061,414.42	89.62	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	2,664.96	1,086,387.21	86.63	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	0.00	50,852.54	108.43	0.00
INTEREST AND RENT		36,000.00	79,611.17	46,900.00	0.00	50,852.54	108.43	0.00
OTHER REVENUE								
235.0-000.000-676.0001	CONTR FROM PRIVATE SOURCE	230,000.00	267,202.87	230,000.00	35,092.00	221,611.00	96.35	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	35,092.00	221,611.00	96.35	0.00
Total Dept 000.000		1,556,329.17	1,604,611.05	1,679,740.01	37,756.96	1,383,850.75	82.38	0.00
TOTAL REVENUES		1,556,329.17	1,604,611.05	1,679,740.01	37,756.96	1,383,850.75	82.38	0.00
Expenditures								
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	5,149.59	45,458.91	75.39	0.00
235.0-441.005-702.0002	OVERTIME PAY	24,730.00	26,718.32	30,180.00	1,539.39	17,826.00	59.07	0.00
235.0-441.005-702.0003	LONGEVITY	170.00	187.50	200.00	0.00	36.00	18.00	0.00
235.0-441.005-711.0001	FICA	4,920.00	7,106.51	6,940.00	490.94	4,690.92	67.59	0.00
235.0-441.005-711.0002	HOSPITALIZATION	10,740.00	23,105.38	19,250.00	639.86	10,793.84	56.07	0.00
235.0-441.005-711.0003	LIFE INSURANCE	170.00	349.82	250.00	24.29	214.16	85.66	0.00
235.0-441.005-711.0004	RETIREE HEALTH CARE CONTRIBUTI	4,230.00	4,218.71	540.00	43.08	430.80	79.78	0.00
235.0-441.005-711.0005	DENTAL/OPTICAL	610.00	1,406.65	1,360.00	50.82	464.92	34.19	0.00
235.0-441.005-711.0006	ST/LT DISABILITY INSURANCE	600.00	828.20	850.00	60.04	556.28	65.44	0.00
235.0-441.005-711.0007	WORKER'S COMPENSATION	1,160.00	1,733.88	1,790.00	129.79	1,198.56	66.96	0.00
235.0-441.005-711.0010	RETIREMENT (DB) ER CNTB	7,700.00	7,691.04	8,560.00	713.25	7,132.50	83.32	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	657.24	6,074.64	76.12	0.00
235.0-441.005-711.0013	RET HLTH SVGS CONTR EMPLR	670.00	2,622.58	1,480.00	190.13	1,741.96	117.70	0.00

PERIOD ENDING 04/30/2026

GL NUMBER	DESCRIPTION	ACTIVITY FOR						
		2024-25 AMENDED BUDGET	END BALANCE 06/30/2025	2025-26 AMENDED BUDGET	MONTH 04/30/26	YTD BALANCE 04/30/2026	% BDGT USED	ENCUMBERED YEAR-TO-DATE
Expenditures								
PERSONNEL SERVICES		100,540.00	153,366.76	139,750.00	9,688.42	96,619.49	69.14	0.00
OTHER CHARGES								
235.0-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	36,190.00	39,802.76	37,100.00	4,494.01	39,938.15	107.65	0.00
OTHER CHARGES		36,190.00	39,802.76	37,100.00	4,494.01	39,938.15	107.65	0.00
Total Dept 441.005 - DOWNTOWN MAINTENANCE		136,730.00	193,169.52	176,850.00	14,182.43	136,557.64	77.22	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	38,584.63	289,941.11	83.55	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
235.0-720.000-711.0001	FICA	24,590.00	24,592.56	26,680.00	2,846.52	21,583.13	80.90	0.00
235.0-720.000-711.0002	HOSPITALIZATION	70,710.00	45,853.30	57,140.00	4,008.00	35,411.20	61.97	0.00
235.0-720.000-711.0003	LIFE INSURANCE	580.00	944.03	610.00	108.51	774.04	126.89	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	130.86	933.50	84.86	0.00
235.0-720.000-711.0007	WORKER'S COMPENSATION	1,190.00	1,058.23	1,290.00	121.55	938.18	72.73	0.00
235.0-720.000-711.0010	RETIREMENT (DB) ER CNTB	8,860.00	8,853.96	11,240.00	936.25	9,362.50	83.30	0.00
235.0-720.000-711.0012	RETIREMENT DEFINED CONTRIBUTIC	10,460.00	(1,042.68)	10,940.00	1,381.34	9,853.58	90.07	0.00
235.0-720.000-711.0013	RET HLTH SVGS CONTR EMPLR	1,830.00	(2,045.73)	1,820.00	210.00	1,498.00	82.31	0.00
PERSONNEL SERVICES		450,200.00	416,673.50	461,140.00	48,327.66	371,341.83	80.53	0.00
OTHER CHARGES								
235.0-720.000-801.0200	LEGAL SERVICES	3,000.00	2,215.00	4,500.00	1,366.50	3,022.50	67.17	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	5,555.19	10,000.00	100.00	0.00
235.0-720.000-813.0000	ADMINISTRATIVE SERVICES	0.00	0.00	30,930.00	2,577.50	25,775.00	83.33	0.00
235.0-720.000-829.0100	SNOW REMOVAL CONTRACT	80,000.00	64,200.00	83,000.00	21,400.00	64,200.00	77.35	0.00
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	1,348.44	77.05	0.00
235.0-720.000-881.0000	MARKETING & ADVERTISING	191,597.01	163,313.64	201,750.01	12,198.25	142,623.17	80.19	19,163.49
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	447.74	16,778.75	29.75	3,810.00
235.0-720.000-888.0000	SPECIAL EVENTS	259,050.00	263,998.97	301,250.00	4,052.50	222,637.32	81.27	22,187.18
235.0-720.000-901.0000	PRINTING & PUBLISHING	67,500.00	25,519.98	61,000.00	4,795.00	21,105.66	40.41	3,545.00
235.0-720.000-933.0200	EQUIPMENT MAINTENANCE	1,200.00	1,273.55	1,500.00	498.30	1,146.94	76.46	0.00
235.0-720.000-935.0200	MAINTENANCE SHOPPING DIST	87,574.65	63,881.31	165,740.00	28,073.02	55,880.59	34.12	669.90
235.0-720.000-942.0000	COMPUTER EQUIPMENT RENTAL	44,630.00	44,630.04	49,650.00	4,137.50	41,375.00	83.33	0.00
235.0-720.000-944.0000	BUILDING OR FACILITY RENT	12,000.00	12,000.00	12,000.00	1,000.00	10,000.00	83.33	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	4,820.00	80.33	0.00
235.0-720.000-960.0400	LIABILITY INSURANCE	5,170.00	5,169.96	5,380.00	448.33	4,483.30	83.33	0.00
OTHER CHARGES		964,899.17	734,422.14	1,036,450.01	87,199.68	634,108.13	65.94	49,375.57
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	2,363.02	2,774.27	81.08	63.48
SUPPLIES		4,500.00	4,058.19	5,300.00	2,363.02	2,774.27	53.54	005 63.48

PERIOD ENDING 04/30/2026

GL NUMBER	DESCRIPTION	2024-25	END BALANCE	2025-26	ACTIVITY FOR	YTD BALANCE	% BDGT	ENCUMBERED
		AMENDED BUDGET	06/30/2025	AMENDED BUDGET	MONTH	04/30/2026	USED	YEAR-TO-DATE
Expenditures								
Total Dept 720.000 - PRINCIPAL SHOPPING DISTRICT		<u>1,419,599.17</u>	<u>1,155,153.83</u>	<u>1,502,890.01</u>	<u>137,890.36</u>	<u>1,008,224.23</u>	<u>70.38</u>	<u>49,439.05</u>
TOTAL EXPENDITURES		<u>1,556,329.17</u>	<u>1,348,323.35</u>	<u>1,679,740.01</u>	<u>152,072.79</u>	<u>1,144,781.87</u>	<u>71.10</u>	<u>49,439.05</u>
TOTAL REVENUES - FUND 235.0		<u>1,556,329.17</u>	<u>1,604,611.05</u>	<u>1,679,740.01</u>	<u>37,756.96</u>	<u>1,383,850.75</u>	<u>82.38</u>	<u>0.00</u>
TOTAL EXPENDITURES - FUND 235.0		<u>1,556,329.17</u>	<u>1,348,323.35</u>	<u>1,679,740.01</u>	<u>152,072.79</u>	<u>1,144,781.87</u>	<u>71.10</u>	<u>49,439.05</u>
NET OF REVENUES & EXPENDITURES		<u>0.00</u>	<u>256,287.70</u>	<u>0.00</u>	<u>(114,315.83)</u>	<u>239,068.88</u>	<u>100.00</u>	<u>(49,439.05)</u>

City of Birmingham  
Birmingham Shopping District Meeting Minutes  
**Thursday, May 7, 2026 - 8:30 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held on Thursday, May 7, 2026, at 8:30 a.m. at The Community House.

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

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

**ABSENT:** Ecker, Lundberg, Surnow

**ADMINISTRATION:** Bassett, Brook, Leavy

**GUEST(S):** Richard Astrein

**2. RECOGNITION OF VISITORS**

**3. FINANCE REPORT – BASSETT**

Bassett reported that there has not been much change on the balance sheet since the last meeting. She shared that the BSD currently has a very strong fund balance. The deadline for payment of the BSD Special Assessments passed. Any bills still unpaid will go to City Commission on May 18, 2026. If they remain unpaid, the bills will be incorporated in the tax roll.

Overall expenses continue to track well.

**4. APPROVAL OF CONSENT AGENDA**

Consent agenda consisted of the:

- a. Approval of the BSD Board minutes from April 16, 2026
- b. Approval of vouchers – April 2026
- c. Absence Waivers – Wolf, Surnow, Hussey, Ecker

**MOTION:** Motion by Kay, seconded by McKenzie, to approve the BSD Board minutes from April 16, 2026, vouchers from April 2026, and absence waivers for Wolf, Surnow, Hussey, and Ecker.

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

**Motion passed.**

## 5. NEW BUSINESS

### a. BSD Assessment Renewal

Bassett shared that the four-year special assessment that funds the Birmingham Shopping District is in its final year and will require renewal for continuation of the principal shopping district operations. After preliminary discussions, the recommendation is to keep the current assessment rate for 2027-2030.

Bassett feels the BSD is currently in a strong place financially and projections show the fund balance staying strong in the coming years.

**MOTION: Motion by Kay, seconded by Sharrak 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.**

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

**Motion passed.**

### b. Floral Hanging Basket Agreement

Bassett reported that after getting quotes from several suppliers for the purchase of over 200 floral hanging baskets to be hung throughout the downtown area, the Maintenance and Capital Improvements Committee would like to continue to work with Worry Free.

The three year agreement is for \$15,888 per year for 2027 and 2028. The cost will go up to \$16,336.00 for 2029 for a total of \$48,112.00

**MOTION: Motion by Wolf, seconded by McKenzie, 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.**

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

**Motion passed.**

## 6. PRESENTATIONS

### a. Business Mix Analysis

Bassett shared the recently updated Business Mix Analysis. This information was presented at the Broker Roundtable. She pointed out that there are no significant changes. However, there are currently more casual dining restaurants than there used to be. So, there does not need to be as much of a push for that type of business currently.

Cities used for comparisons continue to be Naperville and Greenwich. Fehan suggested it might be time to see if those are still the best cities to use.

**MOTION: Motion by Hussey, seconded by Wolf, to move discussion of the Wall Art Grant Program ahead of Oakland County Tourism Strategic Plan on the agenda.**

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

**Motion passed.**

**b. Wall Art Grant Program**

Bassett proposed starting a Wall Art Grant Program to help to fund curated public art on the exterior of privately owned buildings to enhance the visual appeal and create engaging spaces that encourage exploration of the district.

In the proposed program, the BSD would be responsible for reviewing and funding artwork. The applicant/building owner would be responsible for maintaining the artwork. Funds would be distributed upon completion of the project.

It was suggested that the final bullet point on page 46 of the board packet be changed to “City of Birmingham Design Review Board or Historic District Commission shall grant final approval of wall art.”

Pohlod asked that, under the bullet point discussing distribution of funds, that the wording be adjusted to say, “If approved, funds will be distributed upon project completion and submission of paid invoices and lien waivers.”

Bassett explained that the program is not currently in the budget. There are some funds, but without a program like this, there is no method to distribute the money.

Fehan suggested sharing a set dollar amount available as it might make things easier if artists and building owners have an idea of what they can request. Pohlod said that she likes that it is vague and thinks that the amount should be left open since there are so many variables.

**MOTION: Motion by Hussey, seconded by Wolf, to approve the Birmingham Shopping District Wall Art Grant Program as presented to the BSD Board on May 7, 2026 with the adjustment to the bullet point on fund distribution to read, “If approved, funds will be distributed upon project completion and submission of paid invoices and lien waivers.” and to add a bullet point stating “City of Birmingham Design Review Board or Historic District Commission shall grant final approval of wall art.”**

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

**Motion passed.**

**c. Oakland County Tourism Strategic Plan**

Bassett gave an overview of Oakland County’s Tourism five-year strategic plan and highlighted their five key areas.

**7. OLD BUSINESS - none**

## **8. REPORTS**

### **a. COMMITTEE REPORTS – KAY**

#### **SPECIAL EVENTS**

No meeting held.

#### **MARKETING & ADVERTISING – LUNDBERG**

No update.

#### **MAINTENANCE/CAPITAL IMPROVEMENTS – LIPARI**

No update.

#### **BUSINESS DEVELOPMENT - BASSETT**

Bassett reported that the committee discussed goals for 2026. They also discussed the Wall Art Grant Program and the Broker Roundtable.

#### **EXECUTIVE COMMITTEE REPORT – POHLOD**

No report given.

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

Fehan reported that the City is currently reviewing submitted bids and plans to make a decision in the next week.

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

No meeting.

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

Bassett reported that the FYE 2027 budget was presented to Commission on April 26, 2026. It should be approved in May. Commission approved the new lower rates for the evening monthly parking program. The start time will now be 3 p.m.

The purchase of the new holiday tree is moving forward.

The BSD received a \$2,500 grant from Oakland County to help with the office renovations.

Bassett shared that she and members of the BSD staff have attended several community and business events in the area. She also reminded the board that she will be on vacation at the beginning of June and will not be in attendance at the June board meeting.

**9. UNFINISHED BUSINESS**

None.

**10. INFORMATION**

**a. Retail Activity** – provided in packet

**b. Announcements** – no new announcements

**c. Letters, Board Attendance & Monthly Meeting Schedule** – provided in packet

**11. PUBLIC COMMENTS**

**12. ADJOURNMENT – 9:45 A.M.**

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

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Amy Pohlod, BSD Board Chair

---

Date

DRAFT

**Birmingham Principal Shopping District Board**

**Voucher List For:** 06/04/2026

Early Release Vendor	Description	Account	Amount
ALLEGRA MARKETING,	QR COUNTER CARDS	MARKETING & ADVERTISING	125.05
AMAZON CAPITAL SERVICES INC	MISC OFFICE AND EVENT SUPPLIES	SPECIAL EVENTS	408.46
ART/DESIGN GROUP LTD	ARTWORK FOR SEVERAL EVENTS	MARKETING & ADVERTISING	1,235.00
BEIER HOWLETT P.C.	MISC LEGAL FEES	LEGAL SERVICES	264.00
CANTU-MILLER VENTURES LLC	SOCIAL MEDIA MANAGEMENT AND CONTENT CREATION	SOCIAL MEDIA MANAGEMENT - MAY	3,700.00
CAR TRUCKING INC	DUMPSTER FOR EVENTS	SPECIAL EVENTS	234.55
CHAT GPT	MONTHLY SUBSCRIPTION	MARKETING & ADVERTISING	20.00
CITY CREDIT CARD	REFUND	MARKETING & ADVERTISING	(74.19)
DAVID A. BOUTETTE	PERFORMANCE AT BFM - 6/21	SPECIAL EVENTS	200.00
EMILY JOY HOWARD	PERFORMANCE AT FM - 06/14	SPECIAL EVENTS	300.00
EVENTBRITE	EVENT FOR SHERI	MARKETING & ADVERTISING	35.00
FACEBOOK/META	BOOSTED POSTS	SPECIAL EVENTS	531.89
HOUR MEDIA LLC	ADVERTISING FOR GENERAL AND HOLIDAYS	GENERAL ADVERTISING	2,295.00
JAIMI BROOK	MISC SUPPLIES FOR FARMERS MARKET	SPECIAL EVENTS	37.99
JCC CREATIVE LLC	SOCIAL MEDIA PHOTOGRAPHY	MARKETING & ADVERTISING	225.00
KRISTIN GRAHAM	FACE PAINTING 6/14/26	SPECIAL EVENTS	420.00
KROGER COMPANY	SUPPLIES FOR BROKER ROUNDTABLE	TENANT RECRUITMENT	57.35
LEILA MATTA	PERFORMANCE AT BFM - 07/05	SPECIAL EVENTS	200.00
LIFESTYLE PUBLICATIONS LLC	PRINTING AND PUBLISHING	PRINTING AND PUBLISHING	1,250.00
MANDIE KRAMER LLC	MARKETING WORKSHOP	TENANT RECRUITMENT	300.00
MANYCHAT	MONTHLY SOCIAL MEDIA SUBSCRIPTION	MARKETING & ADVERTISING	15.00
MATTHEW R HEFFNER	ADVERTISING	MARKETING & ADVERTISING	1,750.00
META/ FACEBOOK	MONTHLY SUBSCRIPTION	MARKETING & ADVERTISING	64.00
NAMEBADGE.COM	EMPLOYEE NAME BADGES	MARKETING & ADVERTISING	60.56
RAW DETROIT. LLC	CUSTOM ADVERTISING CAMPAIGN	MARKETING & ADVERTISING	1,000.00
SIGNS-N-DESIGNS INC	ARTWORK FOR SIGNS	SPECIAL EVENTS	1,335.00
SIGNUP GENIUS	ONLINE SIGNUP ANNUAL SUBSCRIPTION	SPECIAL EVENTS	269.89
SWANK MOTION PICTURES, INC	MOVIE RENTAL 07/08	SPECIAL EVENTS	785.00
TARGET	MISC SUPPLIES FOR EVENTS	SPECIAL EVENTS	40.67

**Birmingham Principal Shopping District Board**

**Voucher List For:** 06/04/2026

<b>Early Release</b>	<b>Vendor</b>	<b>Description</b>	<b>Account</b>	<b>Amount</b>
	TRADER JOE'S	MISC SUPPLIES FOR EVENTS	SPECIAL EVENTS	13.76
	TURNER SANITATION, INC	PORTA POTTIES AND SINK STATIONS AT EVENTS	FARMERS MARKET	395.00
*	BRITTEN, INC.	SHOP, DINE, HOLIDAY BANNERS	PRINTING & PUBLISHING	5,475.00
*	VERIZON WIRELESS	CELL PHONE FOR ERIKA, JAIMI AND SHERI	TELEPHONE	149.79
			<b>Total:</b>	<b>\$ 23,118.77</b>

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

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



**BIRMINGHAM**  
SHOPPING DISTRICT

**MEMORANDUM**

**DATE:** June 4, 2026  
**TO:** Birmingham Shopping District Board of Directors  
**FROM:** Erika Bassett  
**SUBJECT:** Social Media Management and Content Creation Agreement

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The Birmingham Shopping District (BSD) has partnered with Cantu-Miller Ventures LLC, dba Saturday Social, for social media management and content creation services for the last six months, as part of a special project for fiscal year 2026. During that period, the Saturday Social and the BSD have developed and executed a comprehensive social media strategy resulting in:

- Significant increases in social media impressions and engagement
- Increases in followers for Facebook and Instagram
- Increases in the number of businesses featured each month
- Improvements in content quality and creativity

To continue the momentum, the marketing committee recommends continuing the social media partnership with Saturday Social through fiscal year 2027. The fiscal 2027 budget approved by the BSD Board includes the funding necessary for the cost of the partnership.

Included, please find the proposed agreement for social media management and content creation with Saturday Social, for a total of \$45,600.00.

**SUGGESTED MOTION:**

Motion to approve the Social Media Management and Content Creation Agreement with Cantu-Miller Ventures LLC, dba Saturday Social, as presented for fiscal year 2027, for a total cost not to exceed \$45,600.00.

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

**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 Cantu-Miller Ventures, LLC, a Michigan limited liability company dba Saturday Social, whose address is 1511 South Wilson Ave, Royal Oak, MI 48067 (hereafter referred to as Saturday Social) and the foregoing shall collectively be referred to as the parties.

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

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

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

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

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

**3. TERMS OF PAYMENT:** Saturday Social will invoice monthly for all labor supplied and work completed. In no event shall invoices be submitted more than 45 days after completion of services. Submitted invoices shall include the following detailed information: the type of work performed and the individual who performed the work. The BSD may, at its sole discretion demand review and the right to request at any time further detailed accounting information for any or all bills. The right to inspection of any bill and invoice shall never be at any cost or billings to the BSD, nor shall preparation of said invoices be billed to the BSD or against the general retainer. Payment terms will be net 30 days unless otherwise specified by the BSD. Payment not to exceed \$45,600.00.

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

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

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

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

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

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

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

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

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

#### 11. STANDARD INSURANCE REQUIREMENTS:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**16. DIRECT OR INDIRECT INTEREST:** If, after the effective date of this Agreement, any official of the BSD, or spouse, child, parent or in-law of such official or employee shall become directly or indirectly interested in this Agreement or the affairs of Saturday Social, the BSD shall have the right to terminate this Agreement without further liability to Saturday Social if the disqualification has not been removed within thirty (30) days after the BSD has given Saturday

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

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

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

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

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

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

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

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

\_\_\_\_\_  
Jana Ecker, City Manager

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

\_\_\_\_\_  
Mary Chavez, Director of Finance

\_\_\_\_\_  
Date

## ATTACHMENT A

Social Media Management and Content Creation

Company: Cantu-Miller Ventures, LLC, dba "Saturday Social"

Contact: Celeste Miller, Director of Accounts, celeste@saturday-social.com

### FYE 2027:

Deliverables:

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

Intellectual Property:

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

Fees:

July 2026 – June 2027 at \$3,800 per month

**FYE 2027 Total**

**\$45,600.00**



### APPLICATION FOR BIRMINGHAM SHOPPING DISTRICT COMMITTEE

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

Return the completed application to Birmingham Shopping District, 151 Martin Street, Birmingham, MI 48009 or by email [BSDinfo@bhamgov.org](mailto:BSDinfo@bhamgov.org).

Visit [downtownbirmingham.com/committees](http://downtownbirmingham.com/committees) for more information about the each committees.

**Committee of Interest:**

Marketing & Advertising  Business Development  Maintenance & Capital Improvements  Special Events

*(Please print clearly)*

Name Mohima Rahman

Phone (586) 871-5342

Residential Address 15573 Timbers Edge Dr

Email mohima.rahman@eileenfisher.com

Business Name EILEEN FISHER

Business Address 286 W. Maple Rd

Occupation Store Leader

Reason for Interest: Explain how your background and skills will enhance the committee to which you have applied

\* See Attached \*


List your related employment experience Store Leader at Eileen Fisher

List your related community activities Day on the Town 2024, 2025. Art Walk 2025

List your related educational experience B.A. Advertising @ MSU

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

NO

  
Signature of Applicant

5/17/2026  
Date

**Reason for Interest:** I believe my background and skills would be a strong addition to the Birmingham Shopping District Marketing and Advertising Committee as I bring both professional retail experience and a direct connection to the local business community. As a leader in our shopping district, I am on the frontline witnessing the needs, challenges, and opportunities local businesses face. I work well collaboratively, bring a positive and creative mindset, and would be excited to contribute ideas and initiatives that help promote the district, increase community engagement, and support the continued success of Birmingham's local businesses.



# Principal Shopping District Fund

Annual Budget

## Fund Description

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The Birmingham Shopping District (BSD) was established in September of 1992, functioning under a 12-member board, which first met in January 1993. The Board appoints an executive director who is responsible for the day-to-day operation of the BSD office. The appointed director takes his/her daily directives from the City Manager. The goals of the BSD Board are to:

1. Promote and market downtown Birmingham and the two special-assessment districts;
2. Increase consumer awareness of the district's shopping, dining and entertainment venues and service-related businesses;
3. Facilitate business development and create a partnership among the BSD, property owners, commercial real estate brokers and management companies;
4. Support the City's efforts to maintain a clean, attractive working and living environment;
5. Act as a liaison between the City and new businesses;
6. Establish open lines of communication between businesses and the BSD Board for the development of beneficial programs and services.

The Birmingham Shopping District has four major focus areas consisting of business development, special events, marketing the BSD and its activities, and maintenance/capital improvements.

### Business Development:

The BSD researches, analyzes, markets and assists property owners with bringing key retailers to the downtown using the following strategy:

- Maintaining an updated tenant mix analysis to assess market saturation of specific economic sectors and identifying opportunities to improve the diversity of the business mix. This information will help guide tenant recruitment efforts.
- Identifying and recruit businesses that will help increase the number of visitors and frequency of visits, and that increase regional attraction.
- Supporting and retaining existing businesses by connecting current retailers, restaurants, and service businesses to a variety of resources including workshops and other enrichment opportunities.
- Recognize long-standing businesses and their contributions to the community through the business anniversary recognition program.
- Maintain communications and relationships with brokers, landlords, property owners and other stakeholders, and provide assets to be used in recruitment efforts.
- Maintain updated trade area market and demographic data.

### Events and Promotions:

The BSD plans, organizes and promotes events, marketing and advertising for the downtown district to facilitate an inviting sense of place, build awareness of the businesses within the district and increase foot traffic.

In 2026, the BSD is hosting the following events:

- BRRmingham Blast – January\*
- Spring Stroll - April
- Farmers Market – May – October
- Movie Nights – June – September
- Day on the Town – July
- Birmingham Cruise Event – August
- Art Walk – September
- BirminghamBURGER – October
- Small Business Saturday, Santa Walk, Santa House and Carriage Rides – November - December
- Winter Market & Holiday Tree Lighting – December

*\*The 2026 BRRmirmingham Blast event was canceled due to extreme temperature conditions. This annual event will return in January 2027.*

To grow the Birmingham Shopping District's market penetration and recognition as a premier destination for shopping, dining, and entertainment, the BSD develops robust marketing campaigns that include a variety of media tactics and strategic partnerships, delivering over 14 million impressions annually. Additionally, the BSD manages and creates content including an interactive website, engaging social media, seasonal videos, shopping guides and more. The BSD also continues to garner organic reach through its content subscribers, public relations efforts and social media influencer relationships.

### **Maintenance and Capital Improvements:**

The BSD continues to oversee the installation and maintenance of over 200 hanging baskets throughout the district and provides snow removal for over 10 miles of sidewalks downtown. The BSD also partners with the Department of Public Services (DPS) to decorate the downtown streetscapes and Shain Park with holiday lighting and to keep the downtown clean and clear of litter and debris. The BSD plans capital improvement projects that contribute to its organizational goals and assure sustainability for years to come.

### **Upcoming Fiscal Year:**

In spring 2023, the Birmingham Shopping District (BSD) Board of Directors approved a new Strategic Plan to chart the path for Downtown Birmingham for the next three-to-five years. Several strategic goals were identified as a result of the planning process:

#### **Increase Frequency of Visits**

- Grow brand loyalty of the district and businesses
- Meet market/product consumer demands to capture sales leakage
- Make it easy and engaging for consumers – from getting here to patronizing businesses

#### **Grow BSD Perceived and Real Value**

- Celebrate successes downtown locally, regionally, and nationally
- Showcase organizational and district stats and return on investment
- Support business growth with resources, tools and trainings
- Engage more businesses and community members in process
- Educate and engage new businesses and property owners

#### **Expand Regional Attraction and Extend Stays**

- Stand out in the crowd amongst other downtowns with signature events, promotions and retail mix
- Leverage and market the downtown's broad appeal, shopping, dining and assets to regional areas
- Diversify and balance the business and product mix
- Market improved ease of access and connectivity
- Partner with tourism agencies and participate in regional tourism and attraction initiatives

#### **Sustain Services and Appeal**

- Retention of key assets and attractions
- Maintain and enhance visual appeal to draw people to the district and keep them here
- Organizational and financial refinement and balance to continue to provide existing resources while expanding and diversifying as market changes

## Fund Summary Budget

### Principal Shopping District Fund

	ACTUAL	BUDGET	PROJECTED	RECOMMENDED	PLANNED	
	FY2025	FY2026	FY2026	FY2027	FY2028	FY2029
<b>REVENUES</b>						
SPECIAL ASSESSMENTS	\$1,227,659	\$1,254,070	\$1,259,810	\$1,281,610	\$1,326,450	\$1,341,320
LOCAL CONTRIBUTIONS	\$5,000	\$0	–	–	–	–
CHARGES FOR SERVICES	\$25,000	\$25,000	\$25,000	\$25,000	\$35,000	\$35,000
INTEREST & RENT	\$79,611	\$46,900	\$46,900	\$50,000	\$50,000	\$50,000
OTHER REVENUE	\$267,341	\$230,000	\$230,000	\$240,000	\$240,000	\$240,000
<b>REVENUES TOTAL</b>	<b>\$1,604,611</b>	<b>\$1,555,970</b>	<b>\$1,561,710</b>	<b>\$1,596,610</b>	<b>\$1,651,450</b>	<b>\$1,666,320</b>
<b>EXPENDITURES</b>						
PERSONNEL SERVICES	\$570,040	\$600,890	\$606,560	\$631,560	\$637,940	\$644,600
SUPPLIES	\$4,058	\$5,300	\$5,000	\$5,000	\$5,000	\$5,000
OTHER CHARGES	\$774,225	\$1,073,550	\$1,010,650	\$1,149,950	\$988,000	\$1,006,450
<b>EXPENDITURES TOTAL</b>	<b>\$1,348,323</b>	<b>\$1,679,740</b>	<b>\$1,622,210</b>	<b>\$1,786,510</b>	<b>\$1,630,940</b>	<b>\$1,656,050</b>
<b>REVENUES OVER (UNDER) EXPENDITURES</b>	\$256,288	(\$123,770)	(\$60,500)	(\$189,900)	\$20,510	\$10,270
<b>BEGINNING FUND BALANCE</b>	\$1,580,290	\$1,836,578	\$1,836,578	\$1,776,078	\$1,586,178	\$1,606,688
<b>ENDING FUND BALANCE</b>	\$1,836,578	\$1,712,808	\$1,776,078	\$1,586,178	\$1,606,688	\$1,616,958

## Fund Expenditure Budget

### Principal Shopping District

	ACTUAL	BUDGET	PROJECTED	RECOMMENDED	PLANNED	
	FY2025	FY2026	FY2026	FY2027	FY2028	FY2029
<b>PERSONNEL SERVICES</b>						
SALARIES & WAGES	\$426,963	\$439,320	\$443,860	\$470,640	\$473,590	\$476,640
FRINGE BENEFITS	\$143,077	\$161,570	\$162,700	\$160,920	\$164,350	\$167,960
<b>PERSONNEL SERVICES TOTAL</b>	<b>\$570,040</b>	<b>\$600,890</b>	<b>\$606,560</b>	<b>\$631,560</b>	<b>\$637,940</b>	<b>\$644,600</b>
<b>SUPPLIES</b>						
727.0000 - POSTAGE	\$490	\$1,800	\$1,500	\$1,500	\$1,500	\$1,500
729.0000 - OPERATING SUPPLIES	\$3,568	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500
<b>SUPPLIES TOTAL</b>	<b>\$4,058</b>	<b>\$5,300</b>	<b>\$5,000</b>	<b>\$5,000</b>	<b>\$5,000</b>	<b>\$5,000</b>
<b>OTHER CHARGES</b>						
801.0200 - LEGAL SERVICES	\$2,215	\$4,500	\$3,500	\$3,500	\$3,500	\$3,500
802.0100 - AUDIT	\$750	\$800	\$800	\$860	\$930	\$990
811.0000 - OTHER CONTRACTUAL SERVICE	\$2,122	\$10,000	\$10,000	\$100,000	\$0	\$0
813.0000 - ADMINISTRATIVE SERVICES	–	\$30,930	\$30,930	\$31,860	\$32,820	\$33,800
829.0100 - SNOW REMOVAL CONTRACT	\$64,200	\$83,000	\$73,200	\$73,200	\$73,200	\$73,200
829.0200 - WEB SITE MAINTENANCE	\$35,810	\$10,000	\$8,000	\$8,000	\$8,000	\$8,000
851.0000 - TELEPHONE	\$1,975	\$1,750	\$2,000	\$2,000	\$2,000	\$2,200
881.0000 - MARKETING & ADVERTISING	\$163,314	\$201,750	\$165,750	\$209,350	\$209,350	\$209,350
882.0000 - PUBLIC RELATIONS	\$4,174	\$11,000	\$11,000	\$12,000	\$12,000	\$12,000
883.0000 - TENANT RECRUITMENT	\$30,943	\$69,200	\$69,200	\$65,000	\$65,000	\$65,000
888.0000 - SPECIAL EVENTS	\$263,999	\$301,250	\$295,000	\$309,500	\$313,580	\$322,460
901.0000 - PRINTING & PUBLISHING	\$25,520	\$61,000	\$40,000	\$45,000	\$45,000	\$45,000
933.0200 - EQUIPMENT MAINTENANCE	\$1,274	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
935.0200 - MAINTENANCE SHOPPING DIST	\$63,881	\$165,740	\$173,740	\$156,630	\$84,080	\$86,600
941.0000 - EQUIPMENT RENTAL OR LEASE	\$39,803	\$37,100	\$42,000	\$43,470	\$44,990	\$46,560
942.0000 - COMPUTER EQUIPMENT RENTAL	\$44,630	\$49,650	\$49,650	\$53,480	\$57,230	\$61,240
944.0000 - BUILDING OR FACILITY RENT	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000
957.0100 - TRAINING	\$2,500	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
957.0300 - MEMBERSHIPS AND DUES	\$1,980	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
957.0400 - CONFERENCES & WORKSHOPS	\$2,146	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
958.0200 - EMPLOYEE PARKING	\$5,820	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000
960.0400 - LIABILITY INSURANCE	\$5,170	\$5,380	\$5,380	\$5,600	\$5,820	\$6,050
<b>OTHER CHARGES TOTAL</b>	<b>\$774,225</b>	<b>\$1,073,550</b>	<b>\$1,010,650</b>	<b>\$1,149,950</b>	<b>\$988,000</b>	<b>\$1,006,450</b>
<b>TOTAL</b>	<b>\$1,348,323</b>	<b>\$1,679,740</b>	<b>\$1,622,210</b>	<b>\$1,786,510</b>	<b>\$1,630,940</b>	<b>\$1,656,050</b>

## Significant Notes to 2026-2027 Budget Amounts

1. **Salaries & Wages** - The increase of \$31,320, or 7%, reflects an increase in wages for staff as well as an increase in hours worked by DPS staff for the district and their contractual wage increases.
2. **811.0000 Other Contractual Service** - The budget of \$100,000 is for half of the replacement cost of the holiday tree.
3. **829.0100 Snow Removal Contract** - The decrease of \$9,800 or 12%, reflects an anticipated level of snow removal costs.
4. **901.0000 Printing & Publishing** - The decrease of \$16,000, or 26%, is based on a return to normal costs.
5. **941.0000 Equipment Rental or Lease** - The increase of \$6,370, or 17%, depicts the overall rise in equipment rental costs.

## Significant Notes to 2027-2028 Planned Amounts

1. **811.0000 Other Contractual Service** - The decrease of \$100,000, or 100%, relates to the purchase of the City holiday tree in the prior year.
2. **935.0200 Maintenance Shopping District** - The decrease of \$72,550, or 46%, reflects a return to normal costs.

## Performance Goals, Objectives, and Measures

<b>GOAL</b>	Increase local and regional awareness, engagement and frequency. <i>Long-Term Municipal Goals 2, 3 &amp; 4. *Strategic Goal: Engaged &amp; Connected Community and Environmental Sustainability.</i>				
<b>OBJECTIVES</b>	Increase local awareness of new and long-standing businesses. Make visiting Downtown Birmingham easy and engaging for consumers – from navigating the downtown to patronizing businesses. Create and support events and collaborations to build repeat customers and connections with the community. Identify consumer product demands and product category gaps.				
<b>MEASURES</b>	<b>ACTUAL</b>	<b>PLANNED</b>	<b>PLANNED</b>	<b>PLANNED</b>	<b>PLANNED</b>
	<b>2024-2025</b>	<b>2025-2026</b>	<b>2026-2027</b>	<b>2027-2028</b>	<b>2028-2029</b>
Support the increase of high frequency products & businesses through maintenance of business mix analysis	100%	100%	100%	100%	100%
Advertising impressions (note: totals measured on calendar year)	14 million	14 million	14 million	14 million	14 million
Number of hosted special event days (note: totals measured on calendar year)	77 (2024)	77 (2025)	77 (2026)	77 (2027)	77 (2028)
Maintain robust print & digital business directories and promotional content	Yes	Yes	Yes	Yes	Yes
Maintain, evaluate trade area/target audience demographics	Yes	Yes	Yes	Yes	Yes
Collaborate with other departments to implement/integrate wayfinding, sustainability and safety initiatives as applicable	100%	100%	100%	100%	100%
Business anniversary recognition program	100%	100%	100%	100%	100%
Tourism advisory group and Oakland County Steering Committee meetings	10	6	4	4	4
Alley enhancement projects	2	2	1	1	1
Seasonal Enhancements & General Downtown Maintenance	Yes	Yes	Yes	Yes	Yes

## Performance Goals, Objectives, and Measures

<b>GOAL</b>	Implement Board initiatives effectively and encourage business and residential community engagement in strategic planning. <i>Long-Term Municipal Goals 1-4. *Strategic Goals: Engaged &amp; Connected Community, Efficient and Effective Services.</i>				
<b>OBJECTIVES</b>	Strengthen delivery of services to support the businesses and local community.				
MEASURES	ACTUAL	PLANNED	PLANNED	PLANNED	PLANNED
	2024-2025	2025-2026	2026-2027	2027-2028	2028-2029
Scheduled board & committee meetings	73	73	73	73	73
Weekly staff meetings	50	50	50	50	50
Establish committee & staff workplans	75%	90%	100%	100%	100%
Business newsletters	12	12	12	12	12
Annual Year in Review Performance Report	Yes	Yes	Yes	Yes	Yes
Post-event survey distribution to businesses & others	Yes	Yes	Yes	Yes	Yes

## Performance Goals, Objectives, and Measures

<b>GOAL</b>	Diversify and balance the business and product mix with the BSD. <i>Long Term Municipal Goals 3 &amp; 4. *Strategic Goals: Engaged &amp; Connected Community, Efficient and Effective Services.</i>				
<b>OBJECTIVES</b>	Retain and recruit businesses that provide a balance of price points, product offerings and availability to increase consumer frequency and expand regional attraction.				
MEASURES	ACTUAL	PLANNED	PLANNED	PLANNED	PLANNED
	2024-2025	2025-2026	2026-2027	2027-2028	2028-2029
Retail occupancy	97%	99%	99%	99%	99%
Office occupancy	87%	92%	92%	93%	93%
Businesses that are locally owned/operated (%)	75%	70%	70%	68%	68%
Maintain business mix analysis	Yes	Yes	Yes	Yes	Yes
Property owner/broker round tables	1	1	2	2	2
Maintain available properties listings	Yes	Yes	Yes	Yes	Yes
New Business Guide/support	Yes	Yes	Yes	Yes	Yes
Merchant Workshops	4	2	2	2	2
Merchant communications, visits and meetings	Yes	Yes	Yes	Yes	Yes
Development of recruitment content, assets for use by BSD & stakeholders	75%	100%	100%	100%	100%

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

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

**In Attendance:** D. Fehan, B. Hussey, Z. Kay, D. Lilley, S. Lipari

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

**Guests:** Andrzej Sikora

**Absent:** R. Astrein, K. Cummings

**Approval of Minutes:** Motion by Fehan seconded by Lilley to approve the minutes dated March 13, 2026. All ayes. Motion approved.

**Public Comment:** Presentation of mural ideas by Sikora.

### **Spring Stroll Wrap-Up**

Brook reviewed the Spring Stroll event. Twenty-five stores participated. The attendee count was estimated around 500. Participating stores had positive feedback that the event brought people into their stores that had not been in before and that they would like to participate again next year.

### **Day On The Town**

The committee decided to raise the participation fee for Birmingham businesses that are not in the BSD to \$200. It had been \$150 for approximately 10 years. The group also decided that they do not want to offer space to businesses that are not located in Birmingham, even for a higher fee.

Lululemon would like to hold a workout class in the Maple and Old Woodward intersection before, or during, Day On The Town. The committee agreed to allow them to use the intersection from 9 a.m. – 11:30 a.m. for one class or multiple classes. The space for the class will not be able to extend into the crosswalks as there needs to be a clear path for pedestrians to be able to cross the streets to easily continue shopping.

### **Art Walk**

Art Walk is scheduled for Thursday, September 17 from 5-8 p.m. Brook will work with VanGelderens to secure artists. The committee decided not to have restaurants offering live music and signature drinks this year. They do still want to have live music on the street corners.

### **Holidays**

Brook is working on finalizing a contract for one Santa to work all of the hours that Santa House is open.

### **Farmers Market**

Brook shared that Opening Day at the Farmers Market went very well.

### **Winter Markt**

Brook reminded the committee that, since The Community House will no longer be in operation in December, another non-profit will need to secure a liquor license and handle the beer/wine

sales. The committee discussed reaching out to different organizations to offer them the opportunity with no fee for participation.

Brook shared information on bringing reindeer back to Winter Markt. Due to the expense, the committee decided that it would not be the best return on investment and will not move forward.

**NEXT MEETING: Friday, June 12, 2026, at 8:30 a.m.**

DRAFT

## Marketing and Advertising Committee Meeting Minutes

151 Martin Street, Commission Room

May 13, 2026

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

**Absent:** A. Pohlod

**Guest:** Amy Gill

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

### **Approval of Minutes:**

Motion by Kay seconded by Wolf, to approve the minutes dated April 15, 2026. All ayes, motion passed.

### **Saturday Social Media Agreement**

Bassett presented the agreement for Saturday Social for July 1, 2026 – June 30, 2027. There was a motion by Lundberg, seconded by Quezada to recommend the Saturday Social contract to the BSD Board approval. All ayes, motion passed.

### **Social Media Influencer Planning**

Amy Gill 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 July meeting.

### **Bureau Holiday Video Edits**

The Bureau Holiday video update was viewed by the committee and will be used in the upcoming 2026 holiday campaign.

### **Advertising – Spring Feature Planning**

Bassett gave an overview of the advertising spend with Birmingham City Lifestyle Magazine and reported the added (free) features as part of the ongoing partnership, including the Holiday Gift Guide and the Spring Feature. The Spring Feature published in June will highlight more than 20 businesses at no cost to the businesses or BSD.

### **Ongoing – Light Pole Banners**

Bassett shared the final light pole banner creative concepts selected based on marketing committee feedback.

The meeting ended at 9:47 a.m.

NEXT MEETING: July 8, 2026 at 8:30 a.m.

**Maintenance/Capital Improvement Committee Meeting Minutes**  
**151 Martin Street Conference Rooms 202 & 203**  
**May 12, 2025**

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

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 April 14, 2026. All ayes, motion passed.

**Public Comment:** None

**Lot 6**

- **Maintenance – Electrical:** Bassett advised that DTE has shifted their electrical pole work timeline to the fall 2026.
- **Mural:** The committee reviewed two concepts from one artist. The committee would like to pursue a call for entries, to engage with additional artist ideas and proposals. Bassett to draft a call for entries to present to the committee for review. Motion by Fehan, seconded by Quintal to expend up to \$1,000 for an initial paint coating on the wall of the building (588 North Old Woodward Avenue) in preparation for a future mural. All ayes, motion passed.

**Ongoing Updates**

- **Willits Alley:** Bassett reported that the initiatives in Willits Alley are progressing. Bassett met with the Public Arts Board and is working on a call for entries for sculpture art. The buildings at the Maple end of the alley have been repaired and painted. Bassett to continue to work with City Engineering and DTE to order the light pole arms.
- **Holiday Lighting 2025/2026:** Bassett reported that the total cost for holiday lighting was \$19,916.84.
- **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 progressing and should be complete next week.
- **Light Pole Banners:** Bassett shared the light pole banner creative and reported that the banners would be delivered this week.
- **Merrill Street Lighting:** Bassett met with the Merrillwood team to revisit the Merrill Street lighting concepts and is awaiting a response. The Merrillwood team is working to identify a contractor to manage the installation on their building.

The meeting adjourned at 9:09 a.m.

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

**Business Development Committee Meeting Minutes**  
**151 Martin Street, Conference Room 202**  
**May 26, 2026, at 8:30 a.m.**

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

**In Attendance:** J. Hockman (Chair), C. Quezada, M. McKenzie, M. Sharrak, E. Bassett, J. Leavy

**Guests:**

**Absent:** S. Quintal, S. Surnow (Vice Chair), A. Thomas, S. Wolf

**Public Comment:** None

**Approval of Minutes:** Motion by Sharrak, seconded by Quezada, to approve the minutes from April 28, 2026. All ayes. Motion passed.

**Business Recruitment and Retention**

- **Available Spaces Report:** The committee reviewed the report. Bassett noted that there were few changes from the previous month's report.
- **New Business Report:** The committee reviewed the report and provided Bassett with anticipated opening dates for some of the businesses.
- Quarterly Timeline Goals – Q2:
  - Blade Sign Grant Program Draft: The committee provided feedback on the grant program draft. Bassett to present a revised draft to the committee in July.

**Other Business**

- **Business Mix Analysis:** The committee would like the BSD to update the charts with the businesses on the Scheduled to Open list to better understand the anticipated retail/service/restaurant mix.
- **Merchant Meeting Workshops:** Bassett provided updates on the upcoming Merchant Meetings and workshops.
  - Merchant Meeting – June 17
  - Email Marketing, Trailforge Marketing – July 15
  - Employee Culture and Retention, Beth Hussey – Late-summer/Early-fall
  - Influencer Marketing, Amy Gill – Time TBD

Meeting adjourned at 9:14 a.m.

**NEXT MEETING – June 23, 2026, at 8:30 a.m.**

## Executive Committee Meeting Minutes

Birmingham City Hall, 151 Martin Street, Conference Room 202

May 20, 2026, at 8:30 a.m.

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

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

**Approval of Minutes:** Motion by Kay, seconded by Fehan, to approve the minutes dated March 4, 2026. All ayes, motion passed.

**Public Comment:** None

### New Business:

- **Social Media Management and Content Creation Agreement:** The committee reviewed the fiscal year 2027 agreement recommended by the Marketing & Advertising Committee to the BSD Board.
- **Committee Applications:** The committee reviewed an application for the Marketing & Advertising committee that will be presented to the BSD Board for review on June 4, 2026. Bassett advised that an application for the Special Events committee may be submitted for review at the June 4, 2026 BSD Board meeting as well.

### Committee Updates:

Bassett reported that due to the meeting schedule last month, most of the committee updates remained the same as the updates from the May BSD Board meeting. Kay reported that the Special Events committee approved the 2026 holiday Santa contract and is looking for a non-profit to participate in the Winter Markt event, to operate the Biergarten. Bassett reported that progress continues on Willits Alley.

### Updates:

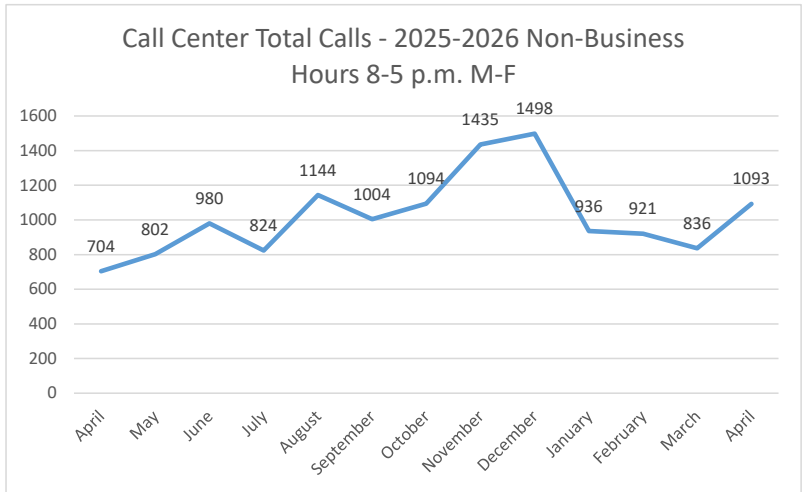
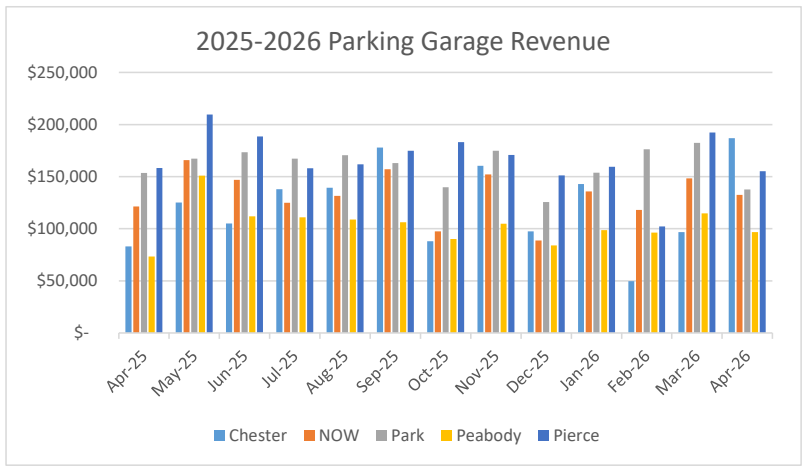
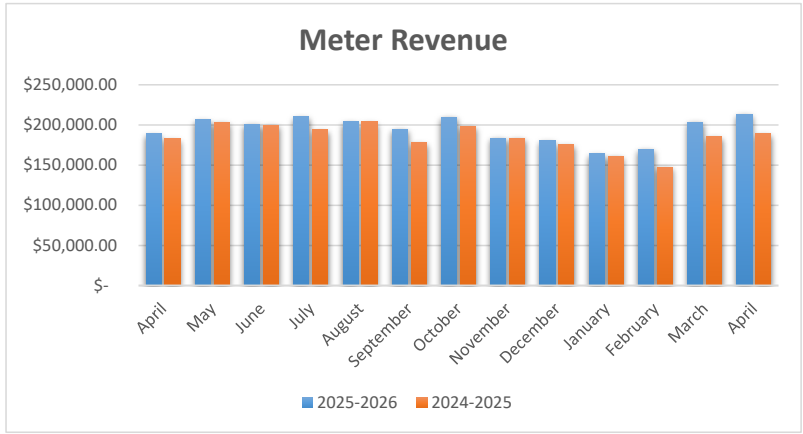
Ecker provided an update to the committee on the special City Commission meeting that was held on May 19, 2026 regarding the purchase of The Community House.

Bassett advised that she will be on vacation June 1-14, 2026 and will miss the June 4, 2026 BSD Board meeting.

The committee decided to cancel the July 2, 2026 BSD Board meeting due to lack of quorum. Additionally, the committee decided to cancel the preceding June 24, 2026 Executive Committee meeting due to lack of agenda items.

Meeting adjourned at 9:08 a.m.

**NEXT MEETING:** Wednesday, July 29, 2026, at 8:30 a.m.



MONTHLY PARKING PERMITS SOLD					
	Chester	N. Old Woodward	Park	Peabody	Pierce
<b>Unreserved</b>	1321	979	1028	516	865
<b>Evening</b>	8	14	13	3	31
<b>Total</b>	1329	993	1041	519	896

# FREE PARKING REPORT

## 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%
<b>TOTALS</b>	<b>86,367</b>	<b>42,460</b>	<b>\$210,055.00</b>	<b>49%</b>

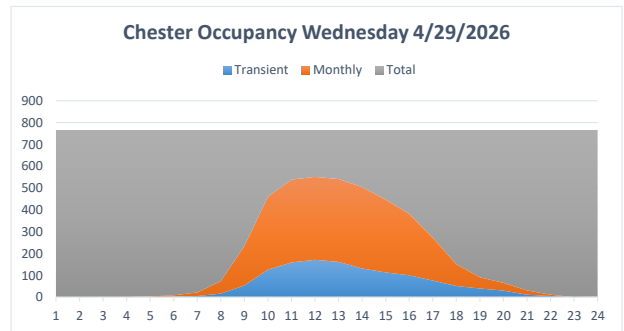
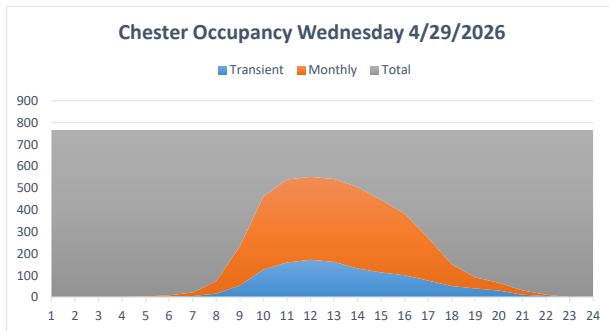
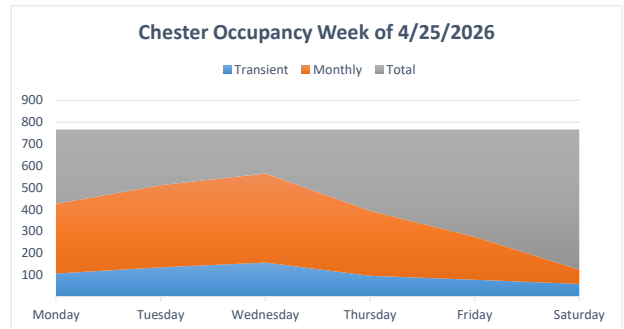
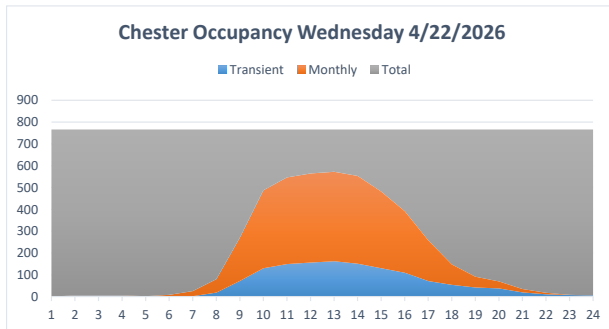
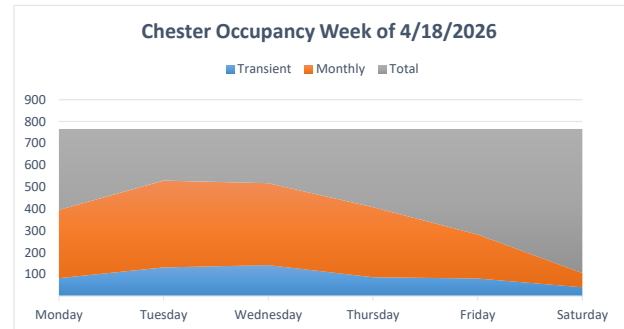
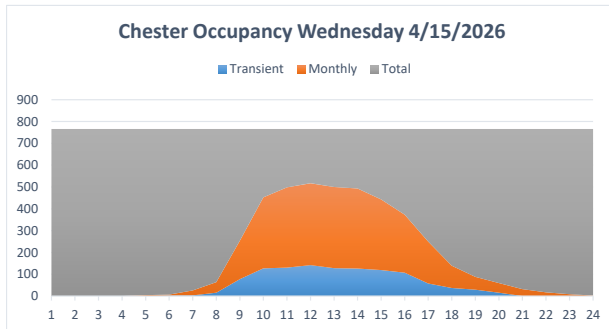
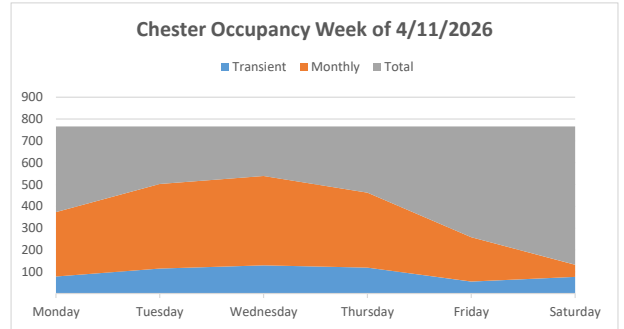
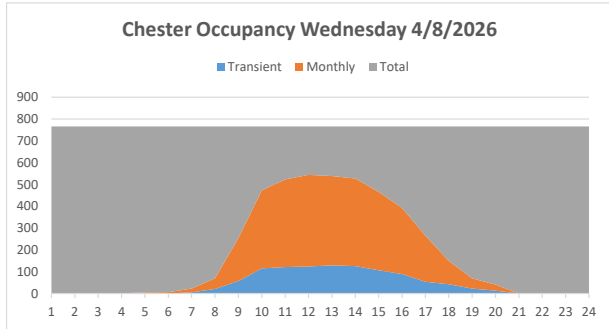
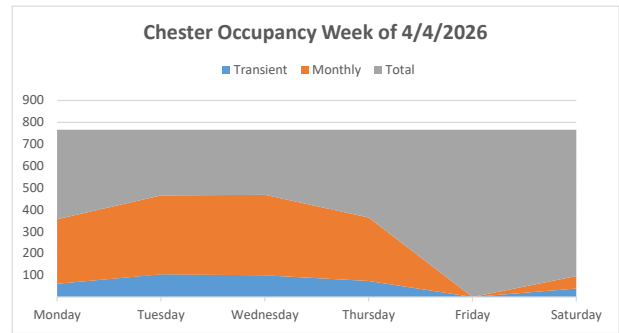
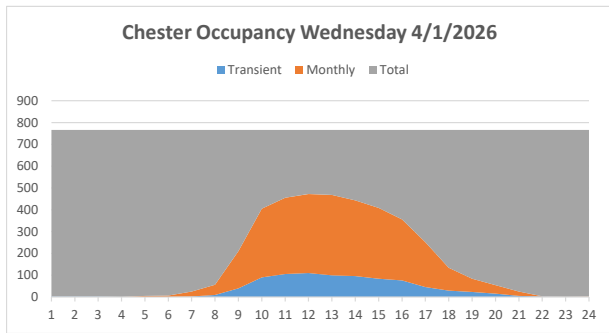
Paying cars	Rate per
3,243	\$3.12
7,451	\$3.96
11,593	\$3.76
9,239	\$5.17
12,381	\$6.39
	<b>\$4.48</b>

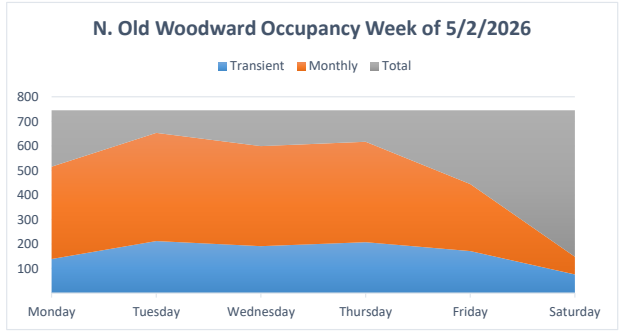
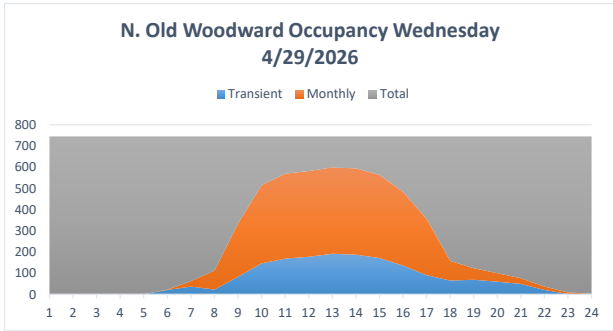
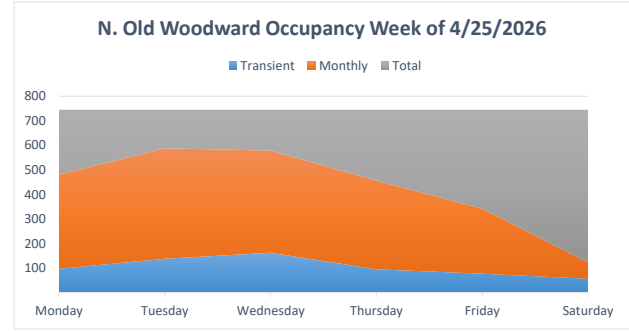
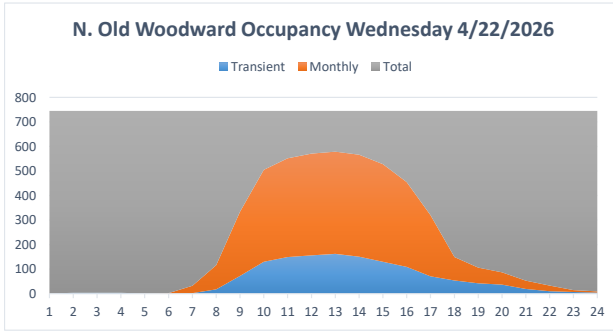
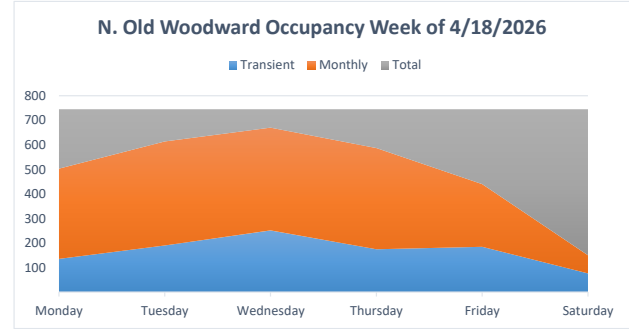
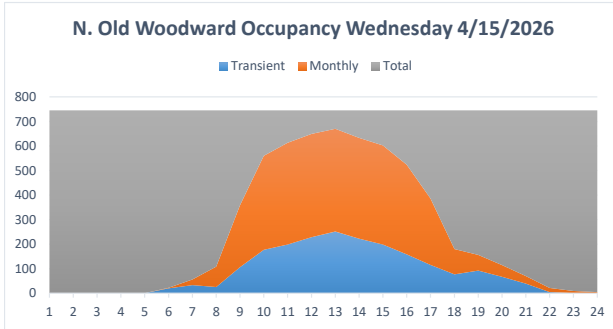
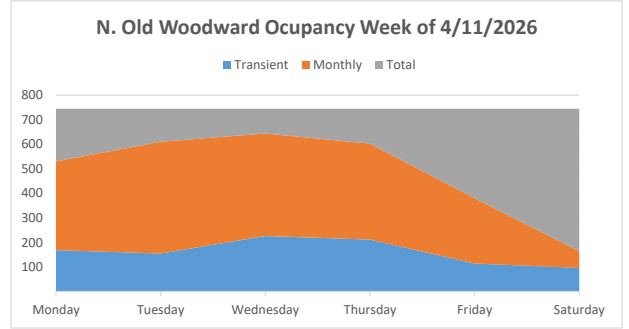
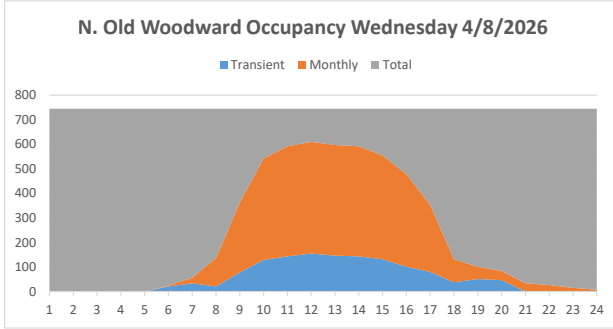
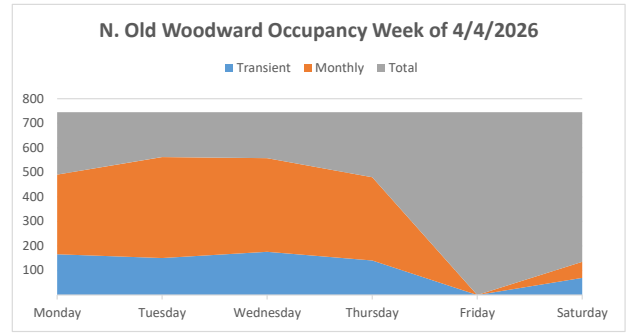
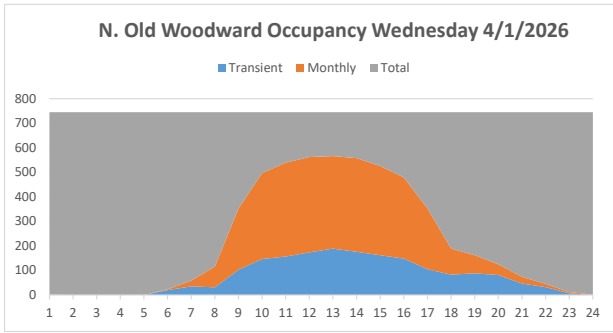
## April 2026

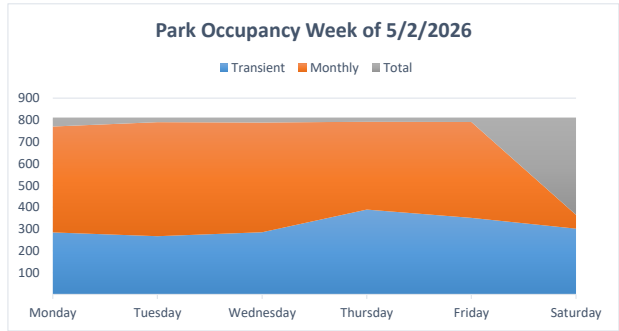
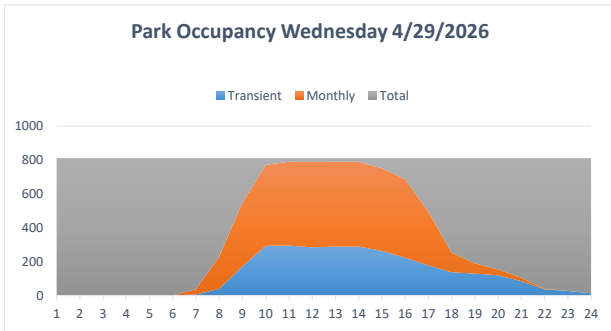
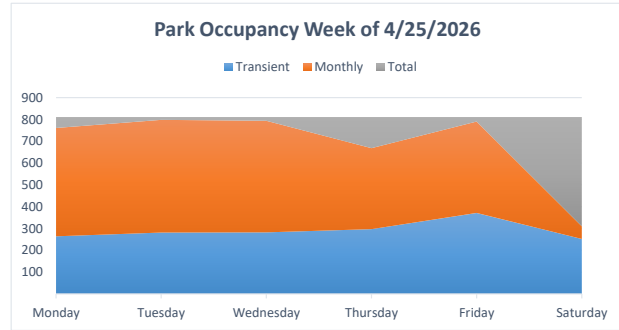
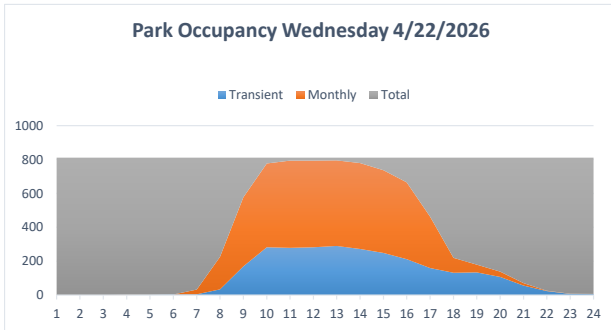
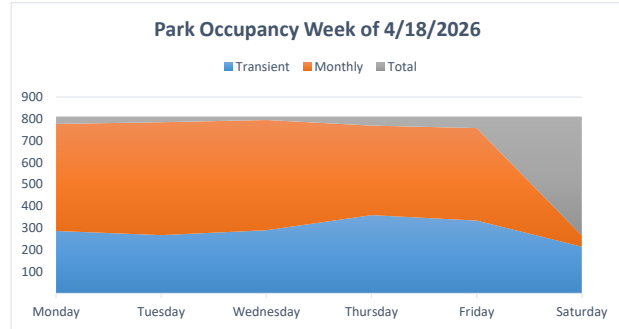
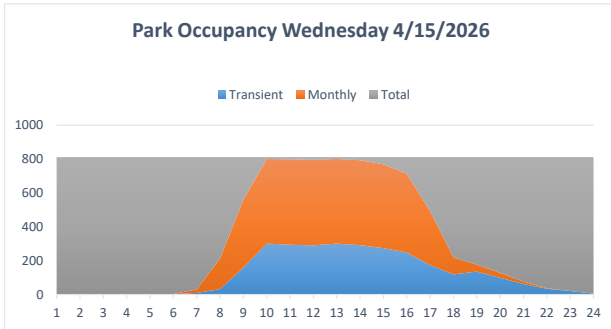
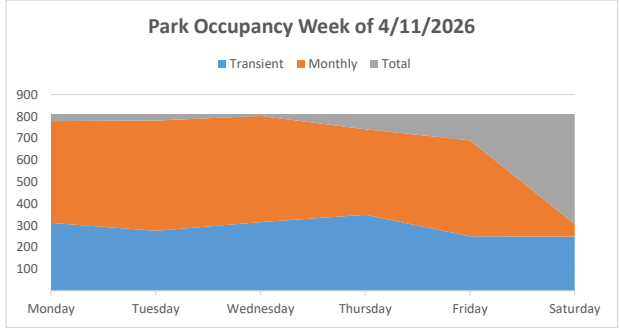
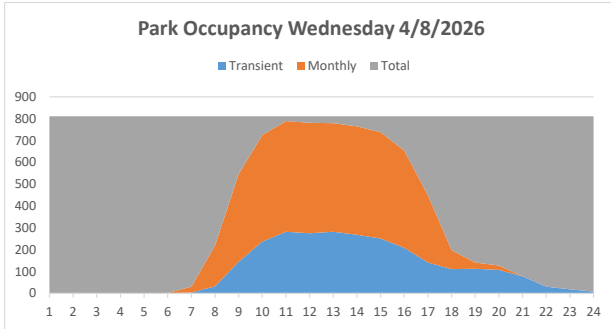
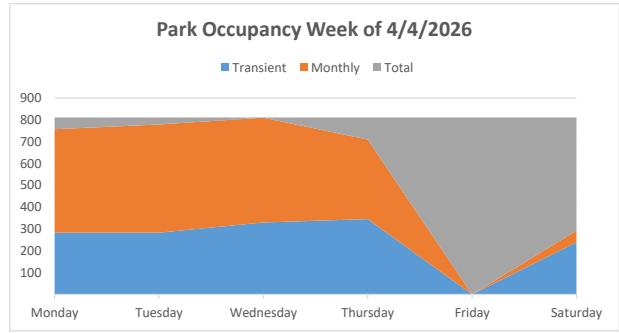
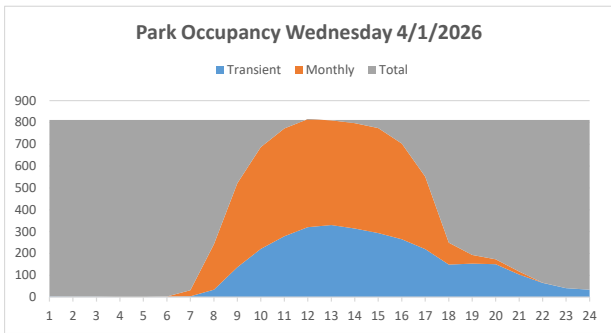
GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE VEHICLES
CHESTER	6,256	2,664	\$12,414.00	43%
OLD WOODWARD	16,958	9,186	\$31,044.00	54%
PARK	22,580	10,322	\$43,906.00	46%
PEABODY	22,251	12,690	\$48,168.00	57%
PIERCE	22,964	10,093	\$77,034.00	44%
<b>TOTALS</b>	<b>91,009</b>	<b>44,955</b>	<b>\$212,566.00</b>	<b>49%</b>

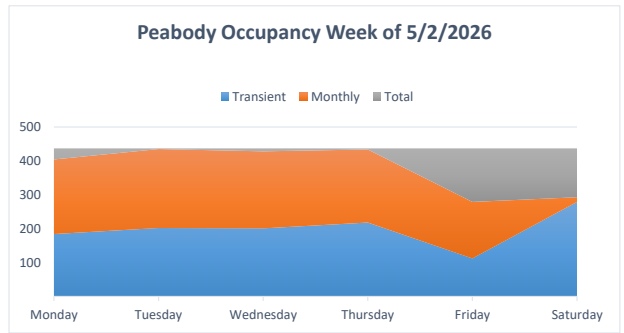
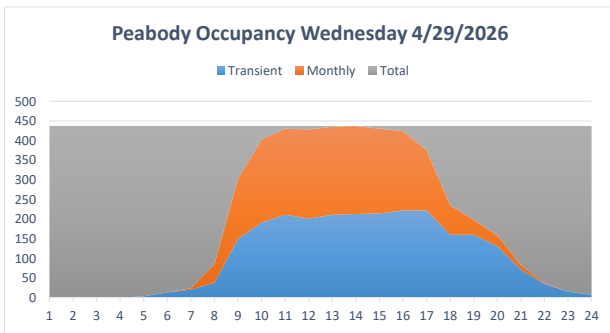
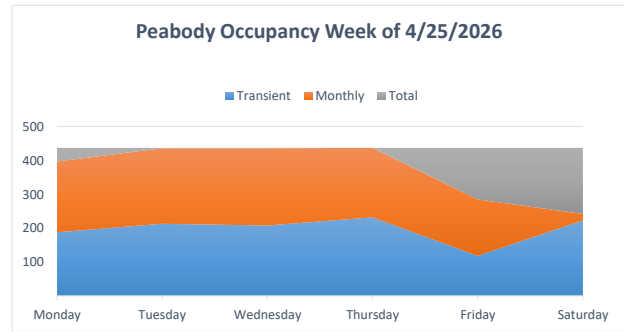
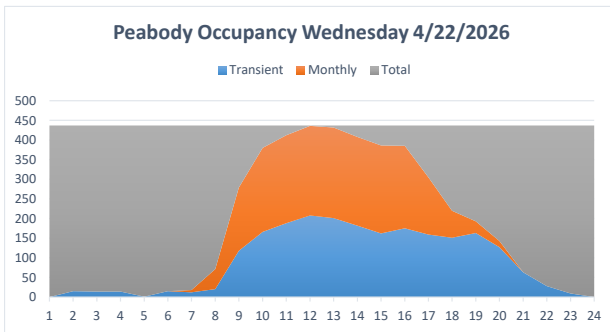
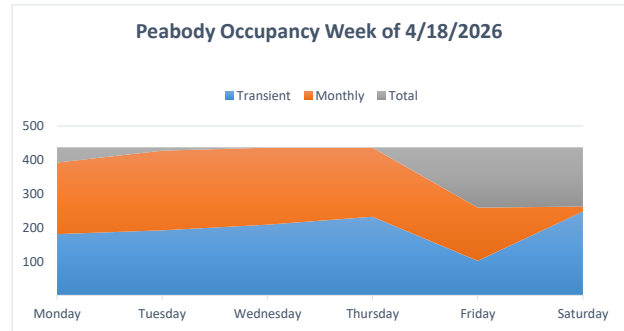
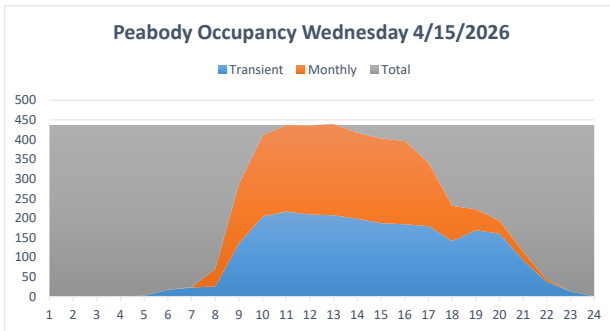
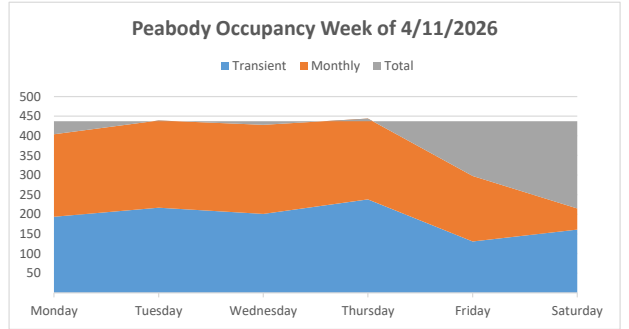
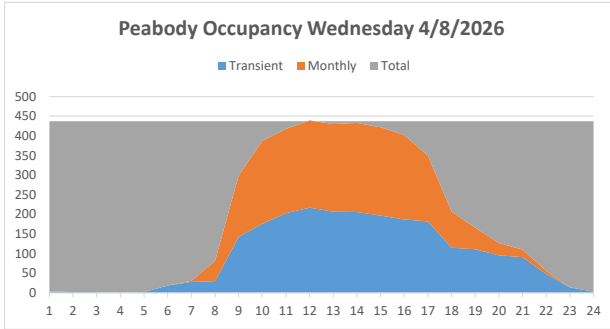
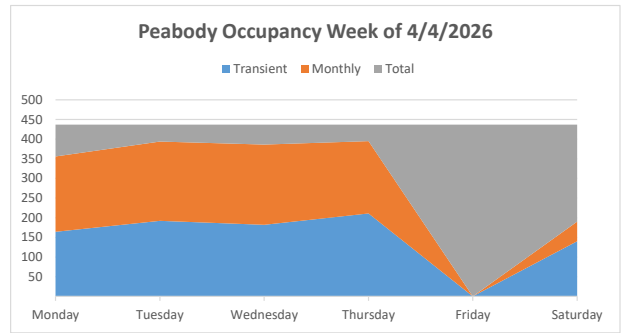
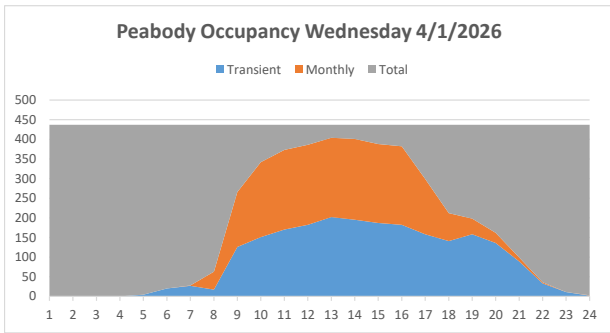
Paying cars	Rate per
3,592	\$3.46
7,772	\$3.99
12,258	\$3.58
9,561	\$5.04
12,871	\$5.99
	<b>\$4.41</b>

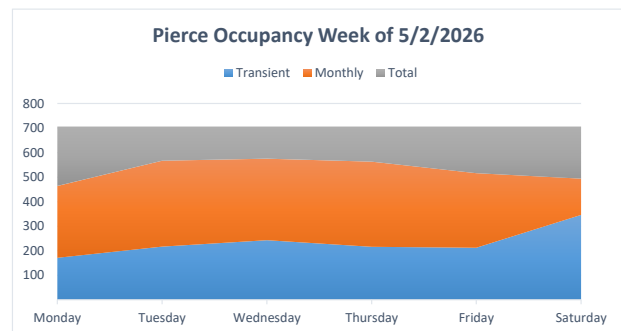
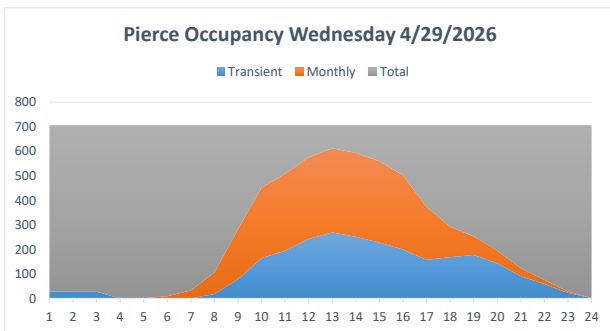
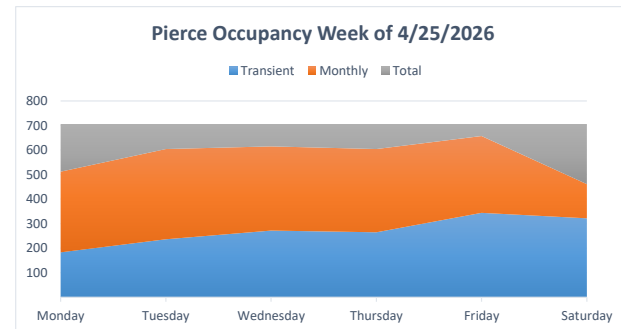
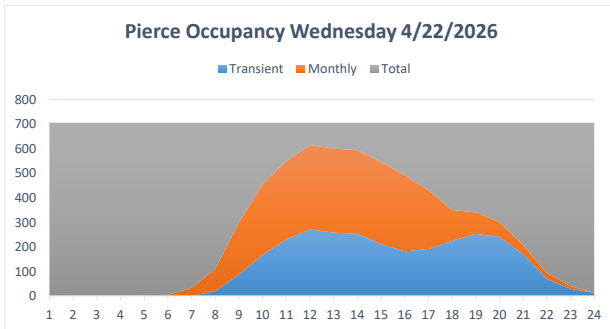
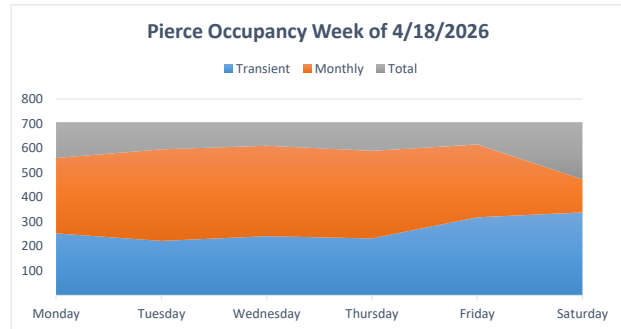
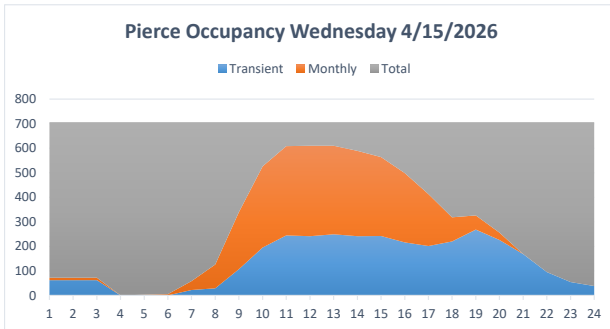
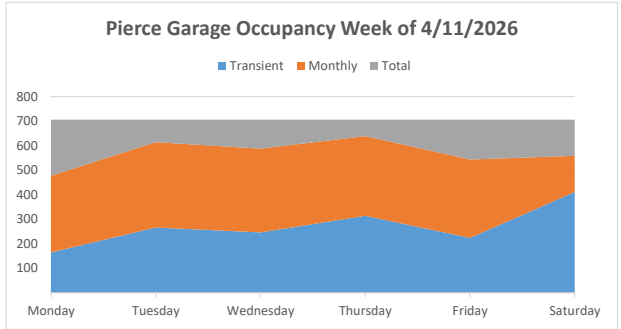
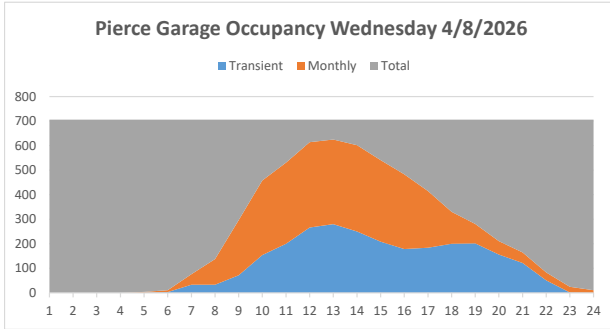
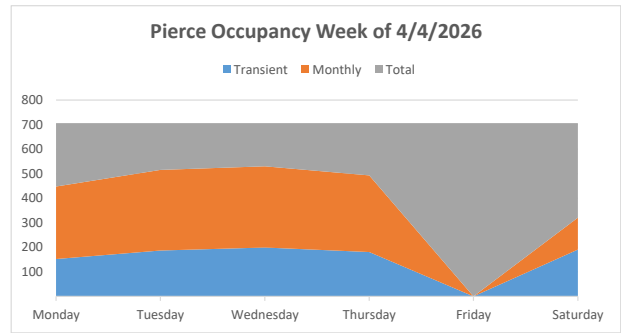
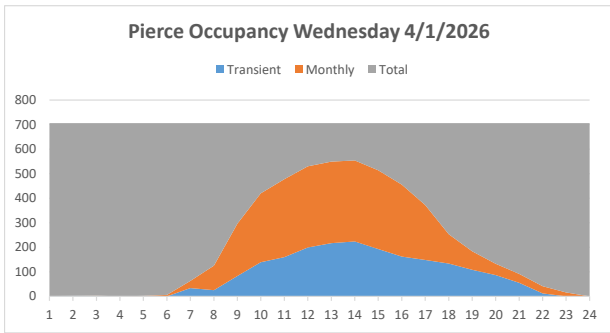
Source: TIBA Report #15











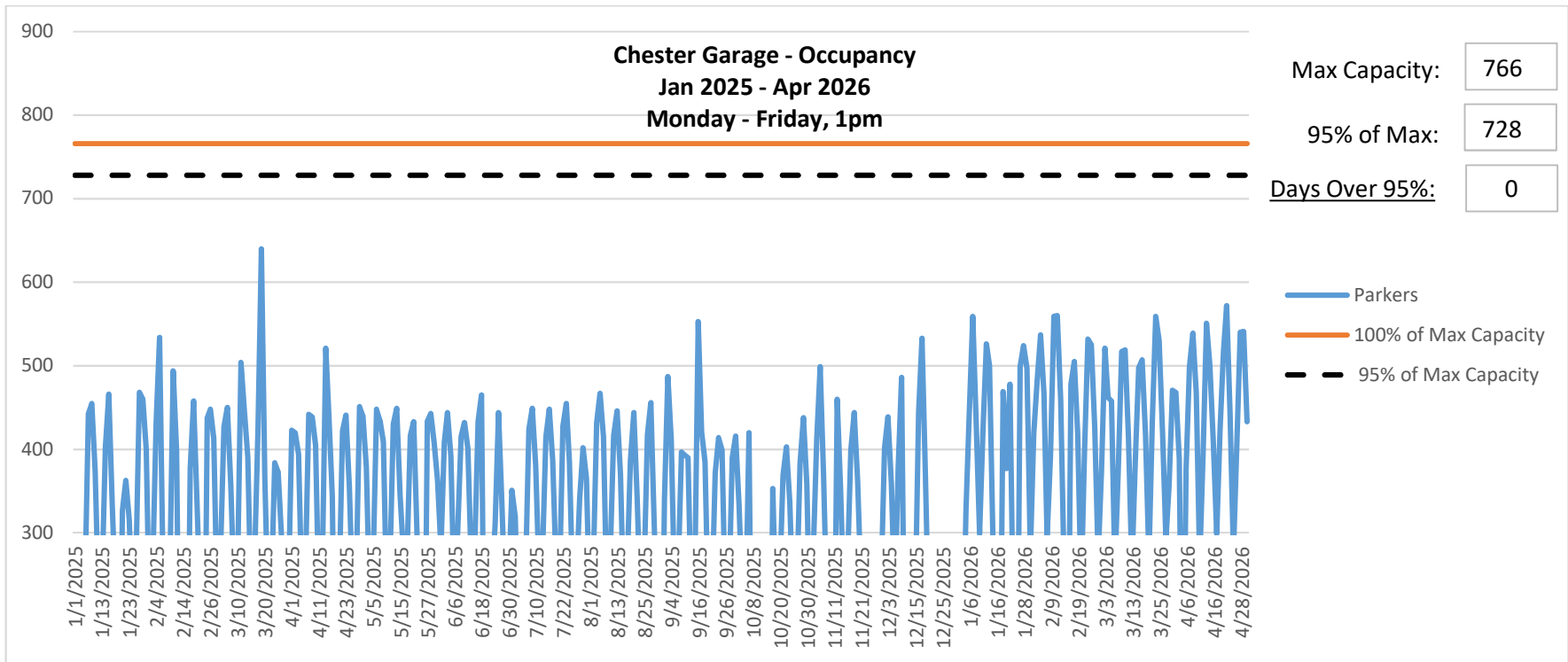
Chester	Max Capacity	Threshold %			RedZone	
	766	95%			727.7	
	Date/Time	11am	12pm	1pm	2pm	3pm
	03/30/26	359	355	356	351	334
	03/31/26	461	465	471	464	398
	04/01/26	455	472	468	443	408
	04/02/26	364	386	389	386	359
	04/03/26	0	0	0	0	0
	04/04/26	69	92	96	89	87
	04/06/26	380	373	376	362	337
	04/07/26	516	502	499	498	460
	04/08/26	523	544	539	527	466
	04/09/26	453	462	467	472	413
	04/10/26	247	258	263	255	226
	04/11/26	89	115	132	127	121
	04/13/26	389	398	394	383	331
	04/14/26	543	554	551	529	460
	04/15/26	498	517	500	493	443
	04/16/26	403	419	409	407	363
	04/17/26	284	293	299	282	231
	04/18/26	79	97	104	106	105
	04/20/26	415	426	425	394	353
	04/21/26	534	542	518	511	455
	04/22/26	546	564	572	553	481
	04/23/26	459	453	444	393	334
	04/24/26	273	264	275	274	236
	04/25/26	89	104	119	124	123
	04/27/26	409	413	406	393	353
	04/28/26	545	541	540	530	488
	04/29/26	539	551	541	504	446
	04/30/26	419	432	433	424	364
	05/01/26	257	260	263	290	243
	05/02/26	79	101	129	136	139

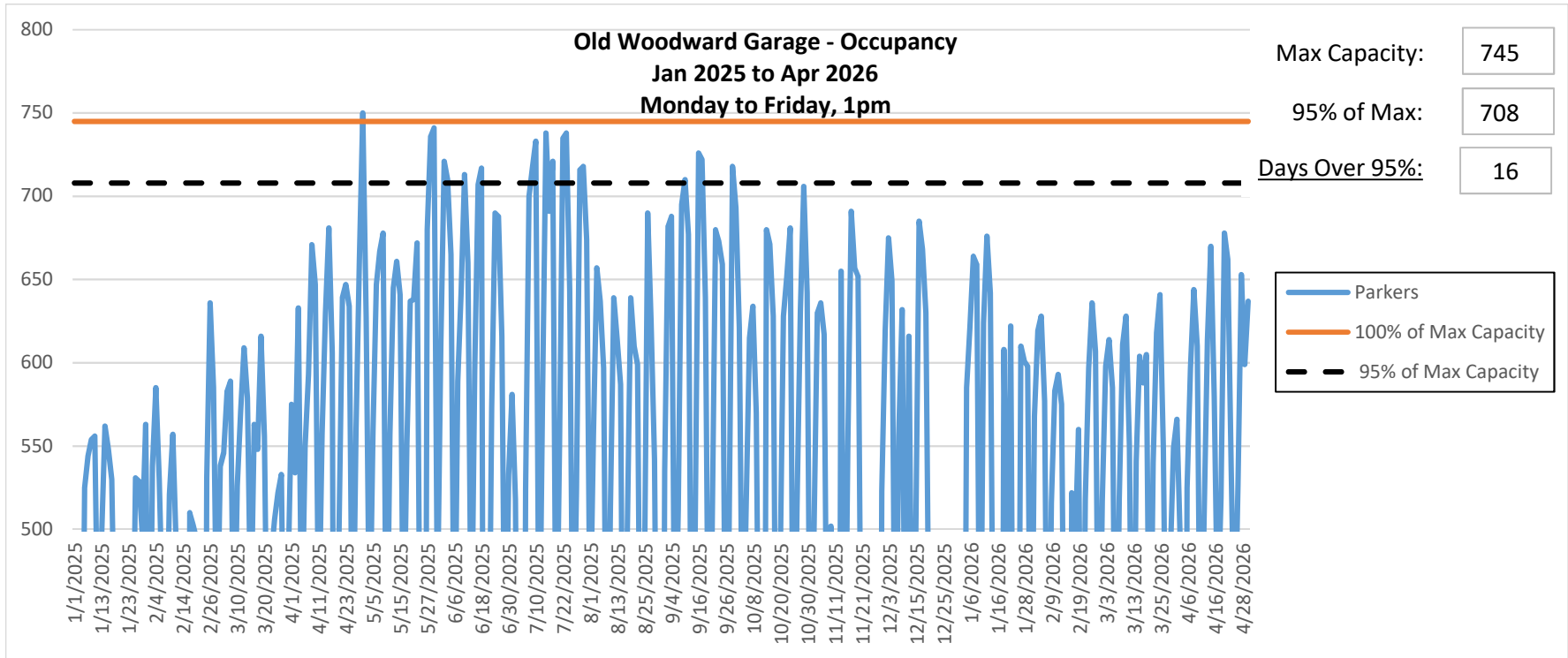
Old Woodward	Max Capacity	Threshold %			RedZone	
	745	95%			708	
	Date/Time	11am	12pm	1pm	2pm	3pm
	03/30/26	483	491	479	476	433
	03/31/26	540	562	549	541	500
	04/01/26	539	562	566	558	525
	04/02/26	471	480	491	487	459
	04/03/26	0	0	0	0	0
	04/04/26	107	118	117	135	135
	04/06/26	526	530	525	513	484
	04/07/26	592	610	597	592	555
	04/08/26	617	632	644	630	580
	04/09/26	582	603	610	598	576
	04/10/26	379	380	377	352	319
	04/11/26	101	130	164	195	209
	04/13/26	500	503	505	484	453
	04/14/26	604	633	614	616	551
	04/15/26	613	649	670	633	602
	04/16/26	552	568	580	587	555
	04/17/26	437	441	444	440	438
	04/18/26	118	134	147	150	138
	04/20/26	478	480	482	458	434
	04/21/26	599	603	588	571	548
	04/22/26	552	571	579	566	528
	04/23/26	489	487	477	456	417
	04/24/26	341	326	333	342	309
	04/25/26	89	105	118	123	122
	04/27/26	511	515	526	516	505
	04/28/26	628	638	653	642	584
	04/29/26	569	582	599	594	563
	04/30/26	607	630	637	617	584
	05/01/26	427	450	456	444	406
	05/02/26	99	127	143	148	136

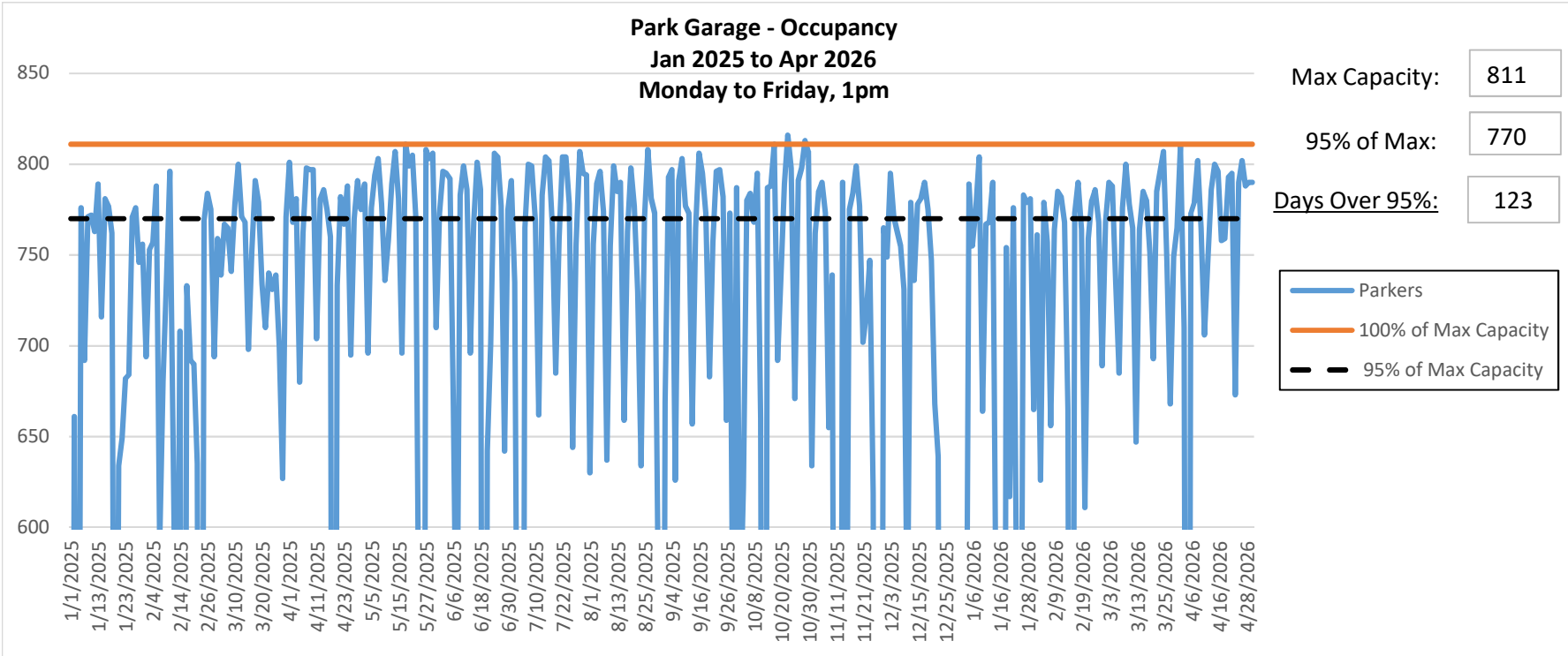
Park	Max Capacity	Threshold %			RedZone	
	811	95%			770	
	Date/Time	11am	12pm	1pm	2pm	3pm
	03/30/26	744	757	749	733	681
	03/31/26	764	779	765	744	703
	04/01/26	772	815	810	797	774
	04/02/26	673	710	710	706	667
	04/03/26	0	0	0	0	0
	04/04/26	179	229	292	320	274
	04/06/26	781	778	773	741	682
	04/07/26	789	781	779	765	738
	04/08/26	804	803	802	779	746
	04/09/26	685	741	765	727	664
	04/10/26	643	690	706	669	615
	04/11/26	204	261	307	262	316
	04/13/26	777	773	747	730	691
	04/14/26	781	785	786	777	735
	04/15/26	798	795	800	793	768
	04/16/26	732	769	796	743	675
	04/17/26	746	776	758	699	627
	04/18/26	183	253	265	278	254
	04/20/26	761	784	759	761	691
	04/21/26	802	798	793	782	751
	04/22/26	794	794	795	779	737
	04/23/26	646	668	673	642	572
	04/24/26	737	800	790	730	600
	04/25/26	197	264	310	306	282
	04/27/26	770	795	802	761	712
	04/28/26	790	790	788	794	754
	04/29/26	790	788	790	789	752
	04/30/26	755	792	790	738	657
	05/01/26	777	793	791	762	697
	05/02/26	216	283	365	364	321

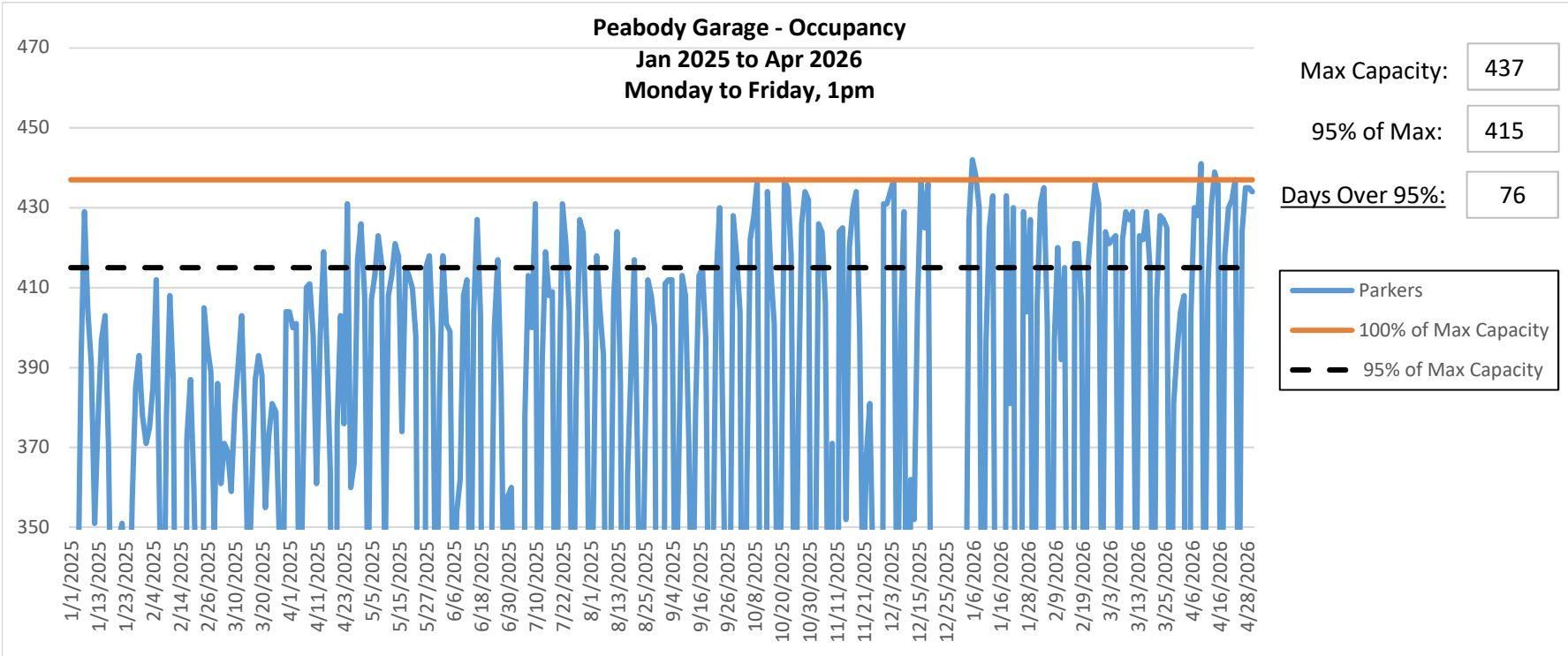
Peabody	Max Capacity	Threshold %			RedZone	
	437	95%			415	
	Date/Time	11am	12pm	1pm	2pm	3pm
	03/30/26	356	378	381	376	361
	03/31/26	372	398	394	417	401
	04/01/26	373	386	404	401	388
	04/02/26	359	395	408	416	380
	04/03/26	0	0	0	0	0
	04/04/26	148	210	212	236	221
	04/06/26	382	404	403	409	399
	04/07/26	418	439	430	433	422
	04/08/26	403	432	428	421	403
	04/09/26	416	444	441	435	421
	04/10/26	249	298	313	313	290
	04/11/26	153	209	215	226	206
	04/13/26	392	415	410	427	404
	04/14/26	433	436	430	427	422
	04/15/26	437	436	439	417	403
	04/16/26	426	439	436	435	432
	04/17/26	226	259	279	263	239
	04/18/26	137	183	197	202	190
	04/20/26	397	424	418	412	387
	04/21/26	435	436	430	436	436
	04/22/26	412	436	432	408	386
	04/23/26	382	417	437	423	396
	04/24/26	262	285	300	313	265
	04/25/26	141	178	226	218	200
	04/27/26	404	424	424	436	406
	04/28/26	433	434	435	435	423
	04/29/26	430	428	435	437	430
	04/30/26	426	439	434	441	431
	05/01/26	239	279	303	310	327
	05/02/26	137	184	220	218	203

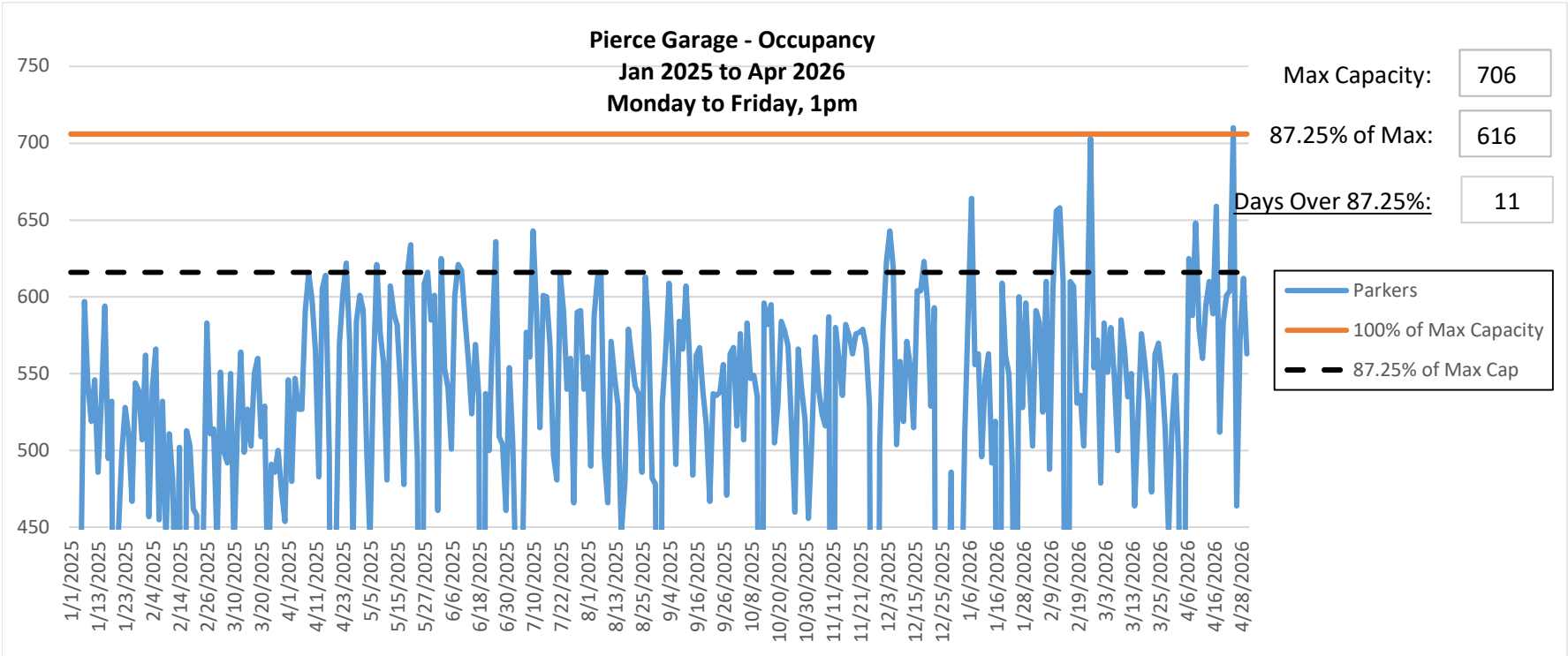
Pierce	Max Capacity	Threshold %			RedZone	
	706	87%			616	
	Date/Time	11am	12pm	1pm	2pm	3pm
	03/30/26	399	424	446	448	406
	03/31/26	475	497	515	509	479
	04/01/26	478	530	549	554	514
	04/02/26	429	475	493	487	474
	04/03/26	0	0	0	0	0
	04/04/26	282	308	321	314	311
	04/06/26	444	477	480	480	458
	04/07/26	531	614	625	602	541
	04/08/26	511	552	588	579	547
	04/09/26	626	639	648	624	625
	04/10/26	484	543	579	557	509
	04/11/26	358	465	559	585	532
	04/13/26	520	545	560	563	524
	04/14/26	573	595	595	588	552
	04/15/26	608	610	610	589	564
	04/16/26	529	592	589	590	550
	04/17/26	531	615	659	653	574
	04/18/26	346	432	482	473	466
	04/20/26	443	494	512	503	456
	04/21/26	603	604	583	578	558
	04/22/26	550	615	601	593	546
	04/23/26	601	603	604	593	578
	04/24/26	598	657	710	681	615
	04/25/26	334	413	457	461	439
	04/27/26	411	440	464	465	443
	04/28/26	518	567	572	568	533
	04/29/26	508	575	612	593	559
	04/30/26	454	534	563	561	509
	05/01/26	496	516	570	555	485
	05/02/26	334	432	466	494	486



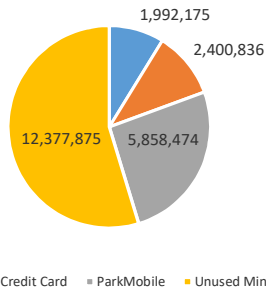




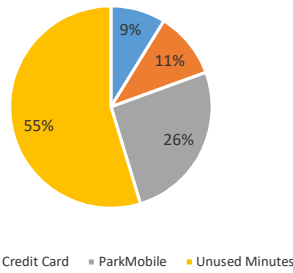




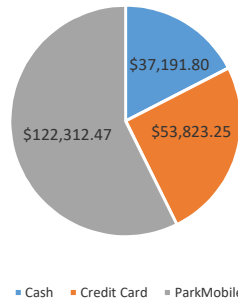
**April 2026 - Total Minutes - 10,251,485 out of 22,629,360**



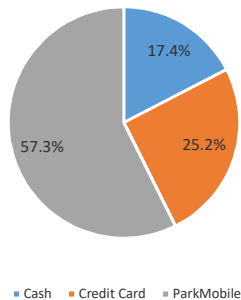
**April 2026 - Total Minutes 10,251,485 out of 22,629,360**

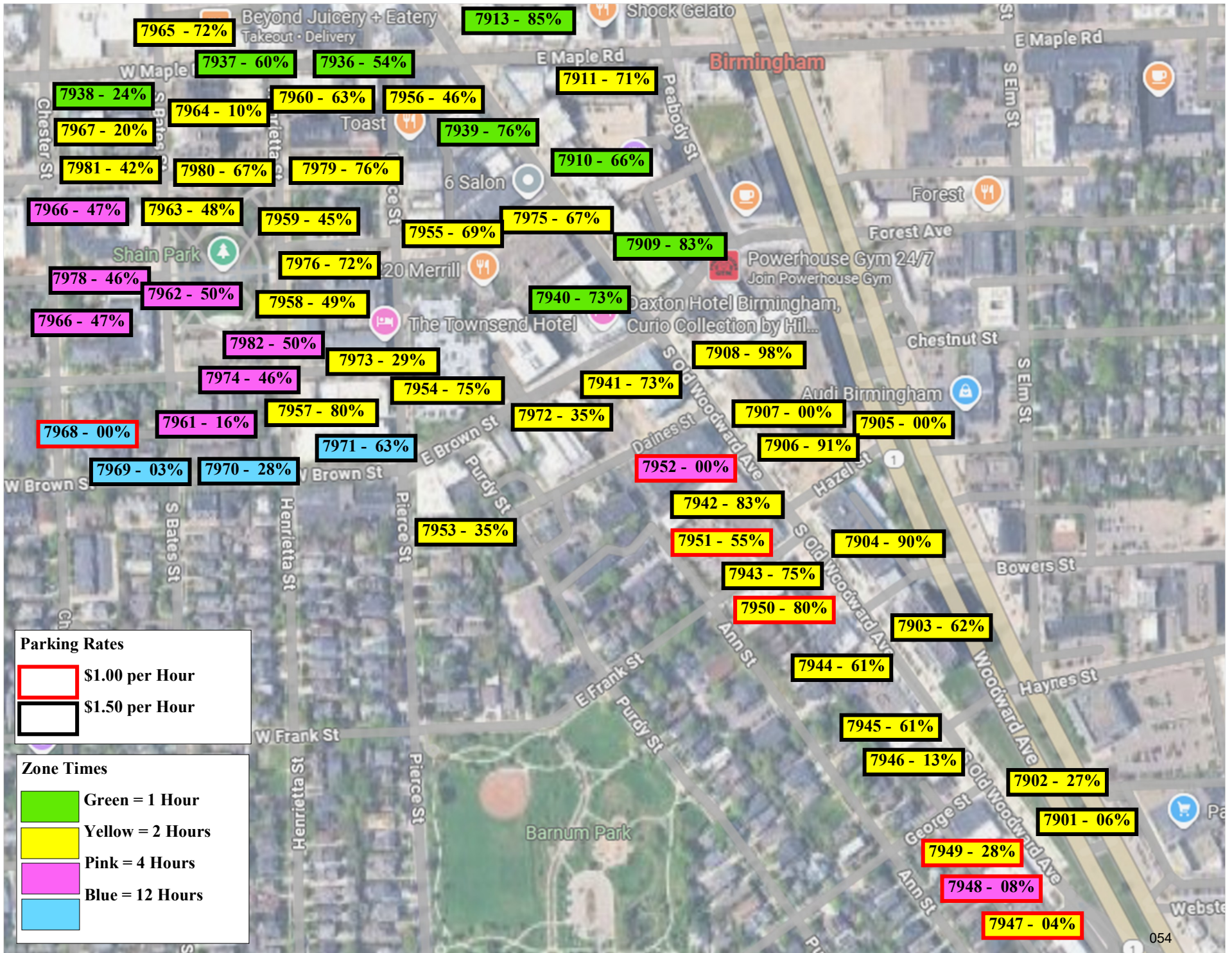


**April 2026 Meters - Total Revenue \$213,327.52**



**April 2026 Meters - % of Total Revenue \$213,327.52**







# 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
<b>REGULAR MEMBERS</b>																	
Jana Ecker	P	P	P	Ae	A										3	2	60%
Beth Hussey	P	P	P	Ae	P										4	1	80%
Zachery Kay	P	P	P	P	P										5	0	100%
Jessica Lundberg	P	P	P	P	A										4	1	80%
Mike McKenzie	Ae	P	Ae	P	P										3	2	60%
Amy Pohlod	P	P	P	P	P										5	0	100%
Bill Roberts	P	P	P	P	P										5	0	100%
Minna Sharrak	P	P	Ae	P	P										4	1	80%
Sam Surnow	Ae	P	P	Ae	A										2	3	40%
Michele Taddei	P	P	P	P	P										5	0	100%
Sloane Wolf	P	P	A	P	P										4	1	80%
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	P										5	0	100%
Sarvy Lipari	P	P	P	P	P										5	0	100%
Present or Available	<b>9</b>	<b>11</b>	<b>8</b>	<b>8</b>	<b>8</b>	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

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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

\*\* Canceled

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