Birmingham Shopping District Agenda
Thursday, January 9, 2025, 8:30 a.m.

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

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

The City recommends members of the public wear a mask if they have been exposed to COVID-19 or have a respiratory illness. City staff, City Commission and all board and committee members must wear a mask if they have been exposed to COVID-19 or actively have a respiratory illness. The City continues to provide KN-95 respirators and triple layered masks for attendees.

Call to order and Roll Call of Board

1. Recognition of Visitors
2. Receive and File Finance Reports (pg. 4-8)
3. Consent Agenda
    a. Approval of BSD Board Minutes – December 5, 2024 (pg. 9-12)
    b. Approval of Vouchers – December 2024 (pg. 13-14)
    c. Absence Waiver for Directors Roberts, Kay, Eid
4. New Business
    a. BSD Board Officer Elections - Chair, Vice Chair, Secretary, Director Emeritus
    b. BSD Executive Committee Appointments
5. Presentations
    a. Fiscal Year End 2026 Budget Draft (pg. 15-20)
6. Old Business
7. Reports
    a. Committee Reports: (pg. 21-32)
        i. Special Events – Kay
        ii. Marketing and Advertising – Lundberg
        iii. Maintenance and Capital Improvements – Lipari
        iv. Business Development – Surnow
        v. Executive Board – Pohlod
    b. Tourism Advisory Committee – Bassett
    c. Wayfinding Committee – Fehan
    d. Advisory Parking Committee – Taddei
    e. Executive Director Report – Bassett (pg. 1-3)
8. Information: Other Announcements, Attendance, & Monthly Meeting Schedule (pg. 33-34)
9. Board Member Comments
10. Public Comments
11. Adjournment

Birmingham Shopping District Mission Statement

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

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

Birmingham Shopping District
151 Martin Street
Birmingham, MI 48009
248-530-1200
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BOARD AGENDA OVERVIEW
January 9, 2025

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

Finance Reports

File and receive the financial reports for the period ending November 30, 2024.

Consent Agenda Items

Motion: To approve the consent agenda for January 9, 2025, as presented.

a. Minutes
   Minutes from the December 5, 2024, 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 December 2024.

New Business

a. Recognition of New Board Members
b. BSD Board Officer Elections – Chair, Vice Chair, Secretary, Director Emeritus
c. BSD Executive Committee Appointments

Presentations

a. FYE 2026 Budget Draft

Old Business

Executive Director Report

Board Updates:
Director Eid announced his resignation on December 4, 2024, effective January 1, 2025. We thank Director Eid for his 7+ years of service on the BSD Board and committees.

At its regular meeting on December 9, 2024, the City Commission approved the recommendation to appoint Sloane Wolf to the BSD Board, to serve as a *Business Representative* with a term ending November 16, 2026. Director Wolf has been an active member of the BSD Marketing

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committee, is active in the community, and has a large social media following, to which she consistently promotes the district and its businesses.

Budget:
Planning for the fiscal year 2026 budget is underway. The general timeline is as follows:

- January 9, 2025: Preliminary budget draft presented to BSD Board
- February 6, 2025: Final budget draft presented to BSD Board for approval
- February: BSD staff meets with Finance and City Manager
- April 26, 2025: City Commission budget hearing

Assessment/2024 *Year in Review*:
The BSD has been working closely with the Treasurer's Office to prepare for the January 2025 assessment mailing. The BSD is finalizing the 2024 *Year in Review*, which will be included in the mailing.

Long Range Planning:
The BSD is preparing to present at the City Commission Long Range Planning meeting on January 25, 2025. The 15-minute presentation will include a brief overview of the BSD and progress since the 2024 presentation, as well as key areas of focus in 2025 including alley and wayfinding enhancements, business recruitment strategy and retention initiatives and marketing projects/initiatives.

Upcoming Events:

- **BRRmingham Blast: January 25, 2025, 10 a.m. – 6 p.m.**
  The second annual BRRmingham Blast features free entertainment including a 300'-long zip line, magic shows, story times and more, as well as a variety of foods trucks and free marshmallow roasting.

Marketing and Public Relations:

- **Website:** We plan to kick off the new website project with Geocentric the week of January 6. Over the last several weeks, we have been preparing for the project by updating our CRM data for all retailers, restaurants and salons, purchasing the downtownbirmingham.com domain, and other activities.
- **Advertising/Media Contracts:** We will begin reviewing FYE 2025 contracts and preparing new contracts in preparation for FYE 2026 media plans, which will begin July 1, 2025.

Grant:
The BSD has been selected to receive a $2,500 grant from MSU Federal Credit Union and Main Street Oakland County to "support the purchase of technology or digitally based services for our organization." This grant will support the website project and we should receive the funds as a reimbursement upon project completion.

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Recognition:

The BSD staff would like to thank the BSD Board for their support and assistance during the Tree Lighting Event. I would also like to recognize Jaimi Brook specifically for her dedication to BSD Holiday events. Jaimi works many evening, weekend and holiday hours to ensure that visitors are able to enjoy Santa House visits, carriage rides and more during the season.

BALANCE SHEET
Period Ending 11/30/2024

Fund 235.0 PRINCIPAL SHOPPING DISTRICT

GL Number	Description	Balance
*** Assets ***		
235.0-000.000-005.0000	CASH AND INVESTMENTS	1,330,417.85
235.0-000.000-036.0000	MISCELLANEOUS	11,453.72
235.0-000.000-036.9999	ALLOWANCE FOR BAD DEBT - MISCELLAN	(1,613.72)
235.0-000.000-045.0901	A/R PSD SAD 2023-2024	(24,024.18)
235.0-000.000-047.0901	PSD 2023-2024 DELQ SAD	75,558.54
Total Assets		**1,391,792.21**
*** Liabilities ***		
235.0-000.000-202.0000	ACCOUNTS PAYABLE	6,328.09
235.0-000.000-255.0001	GIFT CERTIFICATES	600.00
235.0-000.000-362.0300	DEFERRED INFLOWS - MISCELLANEOUS I	9,840.00
235.0-000.000-362.0800	DEFERRED INFLOWS - DELQ SPECIAL AS	51,534.36
Total Liabilities		**68,302.45**
*** Fund Balance ***		
235.0-000.000-390.0000	RETAINED EARNINGS	1,580,290.34
Total Fund Balance		**1,580,290.34**
Beginning Fund Balance		**1,580,290.34**
Net of Revenues VS Expenditures		**(256,800.58)**
Ending Fund Balance		**1,323,489.76**
Total Liabilities And Fund Balance		**1,391,792.21**

GL NUMBER	DESCRIPTION	2023-24 AMENDED BUDGET	END BALANCE 06/30/2024	2024-25 AMENDED BUDGET	ACTIVITY FOR MONTH 11/30/24	YTD BALANCE 11/30/2024	% BDGT USED	ENCUMBERED YEAR-TO-DATE
Fund 235.0 - PRINCIPAL SHOPPING DISTRICT								
Revenues								
Dept 000.000								
USE OF FUND BALANCE								
235.0-000.000-400.0000	APPROP FUND BAL/RET EARN	111,004.35	0.00	62,619.17	0.00	0.00	0.00	0.00
USE OF FUND BALANCE		111,004.35	0.00	62,619.17	0.00	0.00	0.00	0.00
SPECIAL ASSESSMENTS								
235.0-000.000-451.0235	FUTURE SPECIAL ASSESSMENTS - F	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-000.000-452.0887	PSD 2021-2022	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-000.000-452.0900	PSD 2022-2023	0.00	27,112.43	0.00	0.00	0.00	0.00	0.00
235.0-000.000-452.0901	PSD 2023-2024	1,201,500.00	1,146,146.20	59,550.00	0.00	12,196.24	20.48	0.00
235.0-000.000-452.0902	PSD 2024-2025	0.00	0.00	1,143,160.00	0.00	0.00	0.00	0.00
235.0-000.000-452.0903	PSD 2025-2026	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-000.000-474.0000	SPECIAL ASSESSMENT INTEREST	0.00	617.18	0.00	0.00	0.00	0.00	0.00
SPECIAL ASSESSMENTS		1,201,500.00	1,173,875.81	1,202,710.00	0.00	12,196.24	1.01	0.00
FEDERAL GRANTS								
235.0-000.000-528.0000	OTHER FEDERAL GRANTS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
FEDERAL GRANTS		0.00	0.00	0.00	0.00	0.00	0.00	0.00
LOCAL CONTRIBUTIONS								
235.0-000.000-583.0005	OAKLAND COUNTY	0.00	1,000.00	0.00	0.00	0.00	0.00	0.00
LOCAL CONTRIBUTIONS		0.00	1,000.00	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	5,420.00	63,510.50	36,000.00	0.00	18,810.50	52.25	0.00
INTEREST AND RENT		5,420.00	63,510.50	36,000.00	0.00	18,810.50	52.25	0.00
OTHER REVENUE								
235.0-000.000-674.0009	PROCEEDS FROM FUNDRAISING	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-000.000-676.0001	CONTR FROM PRIVATE SOURCE	220,000.00	235,644.00	230,000.00	30,205.00	148,560.87	64.59	0.00
235.0-000.000-677.0001	SUNDRY & MISCELLANEOUS	0.00	238.51	0.00	0.00	0.00	0.00	0.00
OTHER REVENUE		220,000.00	235,882.51	230,000.00	30,205.00	148,560.87	64.59	0.00
Total Dept 000.000		1,562,924.35	1,499,268.82	1,556,329.17	30,205.00	204,567.61	13.14	0.00
TOTAL REVENUES		1,562,924.35	1,499,268.82	1,556,329.17	30,205.00	204,567.61	13.14	0.00
Expenditures								
Dept 175.000 - PUBLIC RELATIONS								
PERSONNEL SERVICES								
235.0-175.000-702.0001	SALARIES & WAGES DIRECT	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-702.0002	OVERTIME PAY	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-702.0003	LONGEVITY	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0000	LABOR BURDEN	0.00	0.00	0.00	0.00	0.00	0.00	0.00

GL NUMBER	DESCRIPTION	2023-24 AMENDED BUDGET	END BALANCE 06/30/2024	2024-25 AMENDED BUDGET	ACTIVITY FOR MONTH 11/30/24	YTD BALANCE 11/30/2024	% BDGT USED	ENCUMBERED YEAR-TO-DATE
Fund 235.0 - PRINCIPAL SHOPPING DISTRICT								
Expenditures								
235.0-175.000-711.0001	FICA	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0002	HOSPITALIZATION	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0003	LIFE INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0005	DENTAL/OPTICAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0006	ST/LT DISABILITY INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0007	WORKER'S COMPENSATION	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0012	RETIREMENT DEFINED CONTRIBUTIC	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0013	RET HLTH SVGS CONTR EMPLR	0.00	0.00	0.00	0.00	0.00	0.00	0.00
PERSONNEL SERVICES		0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 175.000 - PUBLIC RELATIONS		0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dept 441.005 - DOWNTOWN MAINTENANCE								
PERSONNEL SERVICES								
235.0-441.005-702.0001	SALARIES & WAGES DIRECT	61,730.00	53,328.45	39,370.00	4,943.52	32,456.58	82.44	0.00
235.0-441.005-702.0002	OVERTIME PAY	18,240.00	24,709.33	24,730.00	903.46	11,645.53	47.09	0.00
235.0-441.005-702.0003	LONGEVITY	220.00	122.80	170.00	0.00	0.00	0.00	0.00
235.0-441.005-702.0004	HOLIDAY PAY	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-441.005-711.0000	LABOR BURDEN	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-441.005-711.0001	FICA	6,370.00	5,813.89	4,920.00	435.68	3,287.58	66.82	0.00
235.0-441.005-711.0002	HOSPITALIZATION	15,520.00	14,657.57	10,740.00	2,270.52	7,873.13	73.31	0.00
235.0-441.005-711.0003	LIFE INSURANCE	210.00	261.77	170.00	22.53	141.51	83.24	0.00
235.0-441.005-711.0004	RETIREE HEALTH CARE CONTRIBUTI	6,600.00	4,339.59	4,230.00	347.29	1,824.87	43.14	0.00
235.0-441.005-711.0005	DENTAL/OPTICAL	730.00	896.45	610.00	135.61	516.37	84.65	0.00
235.0-441.005-711.0006	ST/LT DISABILITY INSURANCE	620.00	653.64	600.00	52.60	375.66	62.61	0.00
235.0-441.005-711.0007	WORKER'S COMPENSATION	1,490.00	1,456.09	1,160.00	116.01	812.94	70.08	0.00
235.0-441.005-711.0008	SICK TIME PAYOUT	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-441.005-711.0009	DEFERRED COMPENSATION	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-441.005-711.0010	RETIREMENT (DB) ER CNTB	8,660.00	8,589.00	7,700.00	640.92	3,204.60	41.62	0.00
235.0-441.005-711.0011	HRA CONTRIBUTIONS	60.00	60.00	70.00	0.00	0.00	0.00	0.00
235.0-441.005-711.0012	RETIREMENT DEFINED CONTRIBUTIC	3,510.00	6,246.71	5,400.00	511.74	3,683.42	68.21	0.00
235.0-441.005-711.0013	RET HLTH SVGS CONTR EMPLR	1,140.00	1,636.23	670.00	151.94	1,033.68	154.28	0.00
PERSONNEL SERVICES		125,100.00	122,771.52	100,540.00	10,531.82	66,855.87	66.50	0.00
OTHER CHARGES								
235.0-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	44,630.00	31,604.30	36,190.00	2,307.90	18,054.49	49.89	0.00
OTHER CHARGES		44,630.00	31,604.30	36,190.00	2,307.90	18,054.49	49.89	0.00
Total Dept 441.005 - DOWNTOWN MAINTENANCE		169,730.00	154,375.82	136,730.00	12,839.72	84,910.36	62.10	0.00
Dept 720.000 - PRINCIPAL SHOPPING DISTRICT								
PERSONNEL SERVICES								
235.0-720.000-702.0001	SALARIES & WAGES DIRECT	341,670.00	292,830.55	321,420.00	28,995.16	128,981.60	40.13	0.00
235.0-720.000-702.0002	OVERTIME PAY	0.00	1,176.80	1,500.00	0.00	0.00	0.00	0.00
235.0-720.000-702.0003	LONGEVITY	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-720.000-711.0000	LABOR BURDEN	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-720.000-711.0001	FICA	26,150.00	21,925.70	24,590.00	2,145.79	9,539.63	38.79	0.00
235.0-720.000-711.0002	HOSPITALIZATION	67,460.00	47,477.85	70,710.00	3,631.90	13,842.91	19.58	0.00
235.0-720.000-711.0003	LIFE INSURANCE	950.00	731.60	580.00	72.34	379.78	65.48	0.00
235.0-720.000-711.0004	RETIREE HEALTH CARE CONTRIBUTI	5,170.00	5,163.96	6,540.00	535.25	2,676.25	40.92	0.00

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Fund 235.0 - PRINCIPAL SHOPPING DISTRICT								
Expenditures								
235.0-720.000-711.0005	DENTAL/OPTICAL	1,770.00	1,141.94	1,470.00	0.00	0.00	0.00	0.00
235.0-720.000-711.0006	ST/LT DISABILITY INSURANCE	1,060.00	783.88	1,050.00	104.76	418.24	39.83	0.00
235.0-720.000-711.0007	WORKER'S COMPENSATION	1,080.00	929.80	1,190.00	91.34	406.29	34.14	0.00
235.0-720.000-711.0008	SICK TIME PAYOUT	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-720.000-711.0010	RETIREMENT (DB) ER CNTB	9,060.00	9,057.96	8,860.00	737.83	3,689.15	41.64	0.00
235.0-720.000-711.0011	HRA CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-720.000-711.0012	RETIREMENT DEFINED CONTRIBUTIC	11,190.00	8,274.29	10,460.00	1,105.74	4,415.21	42.21	0.00
235.0-720.000-711.0013	RET HLTH SVGS CONTR EMPLR	1,820.00	1,444.54	1,830.00	140.00	735.00	40.16	0.00
PERSONNEL SERVICES		467,380.00	390,938.87	450,200.00	37,560.11	165,084.06	36.67	0.00
OTHER CHARGES								
235.0-720.000-801.0200	LEGAL SERVICES	3,120.00	4,166.25	3,000.00	0.00	618.75	20.63	0.00
235.0-720.000-802.0100	AUDIT	740.00	801.00	740.00	250.00	480.00	64.86	0.00
235.0-720.000-811.0000	OTHER CONTRACTUAL SERVICE	18,780.00	3,000.00	50,000.00	0.00	0.00	0.00	0.00
235.0-720.000-828.0300	PARKING VALET SERVICES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-720.000-829.0100	SNOW REMOVAL CONTRACT	72,100.00	64,200.00	80,000.00	0.00	0.00	80.25	64,200.00
235.0-720.000-829.0200	WEB SITE MAINTENANCE	19,000.00	14,300.00	30,100.00	0.00	5,720.00	34.00	4,515.00
235.0-720.000-851.0000	TELEPHONE	1,750.00	1,518.06	1,750.00	149.76	776.88	44.39	0.00
235.0-720.000-881.0000	MARKETING & ADVERTISING	189,995.00	142,388.90	191,597.01	928.87	47,989.59	70.95	87,950.01
235.0-720.000-882.0000	PUBLIC RELATIONS	8,000.00	5,785.75	13,500.00	0.00	0.00	0.00	0.00
235.0-720.000-883.0000	TENANT RECRUITMENT	106,620.00	30,677.30	101,357.51	4.00	10,031.15	16.80	7,000.00
235.0-720.000-888.0000	SPECIAL EVENTS	260,180.00	266,292.37	259,050.00	6,676.60	101,089.51	77.73	100,258.34
235.0-720.000-901.0000	PRINTING & PUBLISHING	55,000.00	44,173.56	67,500.00	0.00	6,485.00	29.63	13,515.00
235.0-720.000-904.0000	PRINTING PSD MAGAZINE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-720.000-933.0200	EQUIPMENT MAINTENANCE	1,200.00	1,489.27	1,200.00	0.00	306.75	25.56	0.00
235.0-720.000-935.0200	MAINTENANCE SHOPPING DIST	117,379.35	81,904.79	87,574.65	0.00	6,724.16	32.06	21,351.64
235.0-720.000-941.0000	EQUIPMENT RENTAL OR LEASE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-720.000-942.0000	COMPUTER EQUIPMENT RENTAL	36,980.00	36,980.04	44,630.00	3,719.17	18,595.85	41.67	0.00
235.0-720.000-944.0000	BUILDING OR FACILITY RENT	12,000.00	12,000.00	12,000.00	1,000.00	5,000.00	41.67	0.00
235.0-720.000-957.0100	TRAINING	3,000.00	2,208.62	3,000.00	0.00	0.00	0.00	0.00
235.0-720.000-957.0300	MEMBERSHIPS AND DUES	3,000.00	1,904.00	3,000.00	0.00	939.00	31.30	0.00
235.0-720.000-957.0400	CONFERENCES & WORKSHOPS	6,000.00	4,402.37	5,000.00	0.00	500.00	10.00	0.00
235.0-720.000-958.0200	EMPLOYEE PARKING	0.00	2,000.00	4,730.00	500.00	2,200.00	46.51	0.00
235.0-720.000-960.0400	LIABILITY INSURANCE	4,970.00	4,970.04	5,170.00	430.83	2,154.15	41.67	0.00
235.0-720.000-962.0000	MISCELLANEOUS	1,000.00	0.00	0.00	0.00	0.00	0.00	0.00
OTHER CHARGES		920,814.35	725,162.32	964,899.17	13,659.23	209,610.79	52.69	298,789.99
SUPPLIES								
235.0-720.000-727.0000	POSTAGE	1,500.00	0.00	1,000.00	0.00	0.00	0.00	0.00
235.0-720.000-729.0000	OPERATING SUPPLIES	3,500.00	1,092.97	3,500.00	205.92	1,762.98	50.37	0.00
235.0-720.000-799.0000	EQUIPMENT UNDER $5,000	0.00	0.00	0.00	0.00	0.00	0.00	0.00
SUPPLIES		5,000.00	1,092.97	4,500.00	205.92	1,762.98	39.18	0.00
CAPITAL OUTLAY								
235.0-720.000-972.0000	FURNITURE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
CAPITAL OUTLAY		0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 720.000 - PRINCIPAL SHOPPING DISTRICT		1,393,194.35	1,117,194.16	1,419,599.17	51,425.26	376,457.83	47.57	298,789.99
TOTAL EXPENDITURES		1,562,924.35	1,271,569.98	1,556,329.17	64,264.98	461,368.19	48.84	298,789.99

GL NUMBER	DESCRIPTION	2023-24 AMENDED BUDGET	END BALANCE 06/30/2024	2024-25 AMENDED BUDGET	ACTIVITY FOR MONTH 11/30/24	YTD BALANCE 11/30/2024	% BDGT USED	ENCUMBERED YEAR-TO-DATE
Fund 235.0 - PRINCIPAL SHOPPING DISTRICT								
Fund 235.0 - PRINCIPAL SHOPPING DISTRICT:								
TOTAL REVENUES		1,562,924.35	1,499,268.82	1,556,329.17	30,205.00	204,567.61	13.14	0.00
TOTAL EXPENDITURES		1,562,924.35	1,271,569.98	1,556,329.17	64,264.98	461,368.19	48.84	298,789.99
NET OF REVENUES & EXPENDITURES		0.00	227,698.84	0.00	(34,059.98)	(256,800.58)	100.00	(298,789.99)

City of Birmingham
Birmingham Shopping District Meeting Minutes
Thursday, December 5, 2024 - 8:30 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held on Thursday, December 5, 2024, at 8:35 a.m. at The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Ecker, Hussey, McKenzie, Pohlod, Sloan, Surnow, Taddei, Director Emeritus Fehan, Secretary Lipari

ABSENT: Eid, Kay, Lundberg, Roberts

ADMINISTRATION: Bassett, Brook, Comerford, Bahnsen

GUEST(S): Floyd A. Simmons, Hohendorf (via Zoom)

2. RECOGNITION OF VISITORS AND NEW BOARD MEMBERS

Bassett introduced Bahnsen, the newest member of the BSD staff team.

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3. FINANCE REPORT – BASSETT

Bassett reported that the balance sheet looks good. She shared that there is a fund balance of approximately $1,352,590. This is nearing the low point in the year as assessments will be issued in late January and there is money already encumbered due to P.O's being entered into the system for later in the year.

4. APPROVAL OF CONSENT AGENDA

Consent agenda consisted of the:
a. Approval of the BSD Board minutes from November 7, 2024;
b. Approval of vouchers - November 2024;
c. Absence Waivers for Directors Eid and Lundberg

MOTION: Motion by Ecker, seconded by McKenzie, to approve the BSD Board minutes from November 7, 2024, the vouchers for November 2024, and absence waiver for Directors Eid and Lundberg.

VOTE: Yeas: Ecker, Hussey, McKenzie, Pohlod, Sloan, Surnow, Taddei
Nays: none
Absent: Eid, Kay, Lundberg, Roberts

Motion passed.

5. NEW BUSINESS

a. Recognition of BSD Board Appointments

Pohlod shared that City Commission reappointed both Hussey and Sloan. This gives Sloan a full term and changes Hussey's status to that of business owner with interest in property.

Eid has resigned his board position effective at the end of December due to time constraints.

b. BSD Board Officer Elections

Elections for board officers and members of the executive board will take place at the January board meeting. Board members interested in one of these positions should share their interest Pohlod.

6. PRESENTATIONS

a. Business Mix Analysis Draft

McKenzie reviewed the draft of the updated Business Mix Analysis Report. He highlighted that, compared to comparable cities, Birmingham still has room for more women's fashion. He pointed out that jewelry and home are currently the top two categories.

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Surnow explained that it would be helpful to share the information from this report with property owners so they have a better idea of what might be a good fit in Birmingham. He also suggested that we might want to choose some other comparable cities the next time we update the report.

b. Tenant Recruitment Strategy Draft

Surnow gave an overview of the discussions that the business development committee has had. The committee feels that more can be done to sell Birmingham to outside brokers and that dollars should be spent producing high quality marketing pieces.

The business development committee and marketing committees would like to hold a joint meeting in the near future to see how they can best work together.

7. OLD BUSINESS

a. Short-Term (15-Minute) Parking Pilot

Bassett gave an update that several parking places in the heart of downtown have been allocated for 15-minute parking. They are currently testing the equipment that will alert parking enforcement if cars stay in those spaces longer than 15-minutes. If things go well, there is the possibility of expanding the program.

8. REPORTS

a. COMMITTEE REPORTS

SPECIAL EVENTS - LIPARI

Lipari shared that the committee discussed the BirminghamBURGER event. There was good feedback from restaurants and diners. The plan is to hold the event again next year.

Fehan reported that Santa Walk went well, but it was very cold which had an impact on the number of attendees.

Bassett shared that the committee agreed that funds already in the BSD's Yiftee account should be used to waive service fees on purchases of Birmingham Bucks for the holidays.

Pohlod encouraged board members to attend the Tree Lighting ceremony.

MARKETING & ADVERTISING - POHLOD

Pohlod shared that the committee reviewed the holiday advertising plan. Bassett added that Bureau would be getting drone footage and still shots from Winter Markt and the downtown streetscape to use in future videos.

Pohlod reported that work on the website upgrades would begin in January.

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MAINTENANCE/CAPITAL IMPROVEMENTS - LIPARI

No was meeting held last month. The committee did put out an RFP for power washing. Alley resurfacing is on schedule. A sample lighting fixture has been hung in the Pierce alley. The committee likes it and plans to proceed with purchasing and installing more fixtures.

Booth Park upgrade plans will be going to commission for final approval on December 16. The BSD would like to fund extra electrical outlets, as it will be most economical to include them with the other renovations instead of possibly adding them on later. Ecker added that, if DPS receives grant funding, then the project might need to wait until 2026.

BUSINESS DEVELOPMENT - MCKENZIE

McKenzie shared that the committee worked on the business mix analysis and the recruitment plan, which have already been presented.

EXECUTIVE COMMITTEE REPORT – POHLOD

No report given.

b. TOURISM - BASSETT

No report given.

c. WAYFINDING - FEHAN

Fehan shared that the gateway signs are under production and on schedule for spring installation.

d. ADVISORY PARKING COMMITTEE

Ecker reported that commission updated the role of the APC at their last meeting and approved a design company to work on the parking structures.

e. EXECUTIVE DIRECTOR REPORT

Bassett shared that the Tree Lighting will be held tomorrow. Brad Galli will be the emcee. There will be a live broadcast on Live In The D on Friday during Winter Markt set-up.

WXYZ TV did several live segments from downtown on Small Business Saturday.

Bassett thanked the BSD staff team for their work behind the scenes. She also thanked board and committee members for their leadership.

Pohlod asked that a summary of the holiday marketing campaign at the February board meeting.

Ecker thanked Bassett for her leadership.

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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 – 9:50 A.M.

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

_____ _____

Amy Pohlod, BSD Board Chair Date

Birmingham Principal Shopping District Board
Voucher List For: 01/09/2025

Early Rele	Vendor	Description	Account	Amount
	BEASLEY MEDIA GROUP, LLC	ADVERTISING FOR HOLIDAYS	HOLIDAY 2024	**4,000.00**
	BEIER HOWLETT P.C.	MISC LEGAL FEES	LEGAL SERVICES	**115.50**
	BIRMINGHAM BLOOMFIELD CHAMBER	SPONSORSHIP FOR 2025	PUBLIC RELATIONS	**2,500.00**
	CAR TRUCKING INC	DUMPSTERS FOR WINTER MARKT	WINTER MARKT	**675.00**
	DEERE ELECTRIC INC	ELECTRICAL PERMIT FOR WINTER MARKT	SPECIAL EVENTS	**439.00**
	ESSBE	PARTIAL REFUND FOR WINTER MARKT	SPECIAL EVENTS	**330.00**
	GEOCENTRIC LLC	WEBSITE DEVELOPMENT, HOSTING AND MAINTENANCE	WEBSITE DEVELOPMENT, HOSTING AND MAINTEN	**6,750.00**
	IHEART MEDIA	ADVERTISING FOR BIRMINGHAMBURGER	BIRMINGHAMBURGER (RESTAURANT WEEK)	**12,410.00**
	JAIMI BROOK	MISC SUPPLIES FOR WINTER MARKT	SPECIAL EVENTS	**156.76**
	JCC CREATIVE LLC	PHOTOGRAPHY SERVICES	MONTHLY PHOTOGRAPHY SERVICES	**250.00**
	LAS CONCHAS LLC	HOLIDAY GIVEAWAY	MARKETING & ADVERTISING	**1,000.00**
	LO BELLO	PARTIAL REFUND FOR WINTER MARKT	SPECIAL EVENTS	**330.00**
	MEDA	ANNUAL MEMBERSHIP	MEMBERSHIPS AND DUES	**325.00**
	MICHIGAN RETAILERS	ANNUAL MEMBERSHIP	MEMBERSHIPS AND DUES	**130.00**
	MILES PARTNERSHIP LLLP	WEBSITE HOSTING AND MAINTENANCE	WEBSITE HOSTING AND MAINTENANCE	**1,430.00**
	TURNER SANITATION, INC	PORTA POTTIES AND SINK STATION FOR EVENTS	WINTER MARKT	**1,010.00**
	WDIV/TV4	ADVERTISING FOR HOLIDAYS	HOLIDAYS	**3,000.00**
	WXYZ/TV 7	HOLIDAY MEDIA	HOLIDAY MEDIA	**2,723.41**
*	AMAZON CAPITAL SERVICES INC	MISC HOLIDAY SUPPLIES	SPECIAL EVENTS	**1,240.76**
*	DOLLAR TREE	BOWS FOR WINTER MARKT	SPECIAL EVENTS	**135.00**
*	DOMAIN BROKER SERVICE	PURCHASE DOWTOWNBIRMINGHAM.COM DOMAIN	WEB SITE MAINTENANCE	**69.99**
*	LIGHTING AND SUPPLIES	SAMPLE LIGHT FIXTURE FOR ALLEY	MAINTENANCE SHOPPING DIST	**179.00**
*	META/ FACEBOOK	BOOSTED POST	TENANT RECRUITMENT	**572.48**
*	SPROUT SOCIAL	SOCIAL MEDIA STRATEGY FOR REPORTS AND SCHEDULING	MARKETING & ADVERTISING	**175.00**
*	BERNARD BREWER	SANTA PERFORMANCES FULL PAYMENT	SANTA PERFORMANCES	**1,035.00**
*	NACY ENGINEERING & FABRICATION LLC	BURN BARREL REPAIRS	SPECIAL EVENTS	**1,500.00**
*	TOP HAT & TAILS CARRIAGE CO INC	CARRIAGE RIDES FINAL PAYMENT	SPECIAL EVENTS	**5,100.00**

Birmingham Principal Shopping District Board
Voucher List For: 01/09/2025

Early Rele	Vendor	Description	Account	Amount
*	WAHL TENTS	TENT SUPPLIER FOR WINTER MARKT	WINTER MARKT	**30,300.00**
			Total:	**$ 77,881.90**

Journal Entries

City of Birmingham - Employee Parking	$ 500.00
Total Vouchers and Journal Entries	$ 78,381.90

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

Board Chair_____ **Date** _____

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MARKETING COMMITTEE BUDGET - FYE2026				
Event and General Marketing and Advertising				
Description	**FYE2025 Budget**	**FYE2025 Actual**	**FYE2026 Budget**	**NOTES**
DOTT			$ 22,500	
Cruise			$ 500	
Birmingham Farmers Market			$ 10,000	
Holiday Promotions			$ 50,000	
Movie Nights			$ 4,000	
BirminghamBURGER (Restaurant Week)			$ 23,000	Includes all event-related costs previously in the Events budget ($5,000), marketing and content creation
Spring Stroll			$ 1,250	
Art Walk			$ 2,000	
Brrmingham Blast			$ 10,000	
Seasonal/Niche Promotions			$ 18,000	Spring fashion, summer videos, general marketing
TOTAL	**$ 118,250**	**$ -**	**$ 141,250**	*Total cost represents shifting $23,000 (Seasonal/Niche $18,000 + BirminghamBURGER Event $5,000) costs but no added funds.

Promotional Marketing and Materials				
Item	**FYE2025 Budget**	**FYE2025 Actual**	**FYE 2026 Budget**	**NOTES**
Graphic Design (Promotions/General)			$ 2,500	
Photography and Video Creation			$ 12,000	
Social Influencer Features			$ 10,000	Was previously 2 line items totaling $10,500.
TOTAL	**$ 51,660**		**$ 24,500**	*Represents a reduction in Graphic Design $2,500 Digital Reporting/Tracking (Sprout) $2,160, Other Contractual Services $5,000, Social Influencer $500. Represents a move of Seasonal/Niche $18,000 to Advertising. Represents the addition of $1,000 to Photography/Video.

Website, Graphic Design & Promotional Materials				
Item	**FYE2025 Budget**	**FYE2025 Actual**	**FYE 2026 Budget**	**NOTES**
Website Hosting & Maintenance & Redesign			$ 6,400	Reflects Geocentric hosting.
Website Design Modifications			$ 3,600	Additional funds to use for design modifications as needed.
TOTAL	**$ 21,500**		**$ 10,000**	

Printing & Publishing				
Item	**FYE2025 Budget**	**FYE2025 Actual**	**FYE 2026 Budget**	**NOTES**
Printing & distribution - Dining & Retail Guides & Promo Cards, Misc.			$ 5,000	*Increase by $1K from FYE2025.
Banners			$ 6,000	
Promotional Guide			$ 50,000	
TOTAL	**$ 60,000**		**$ 61,000**	

Community Participation/Public Relations				
Item	**FYE2025 Budget**	**FYE2025 Actual**	**FYE 2026 Budget**	**NOTES**
Chamber of Commerce			$ 2,500	
Community Participation			$ 8,000	
Constant Contact			$ 500	
TOTAL	**$ 11,000**		**$ 11,000**	

Special Projects				
Item	**FYE 2025 Budget**	**FYE 2025 Actual**	**FYE 2026 Budget**	**NOTES**
Social Media Special Project	$ -	$ -	$ 35,000	Represents a proposed one-time special initiative to develop content and increase followers.
			$ 35,000	

	FYE2025 Budget	**FYE2025 Actual**	**FYE 2026**	
				NOTES
TOTAL MARKETING/ADVERTISING BUDGET	$ 118,250		$ 141,250	
TOTAL PROMOTIONAL MARKETING/MATERIALS	$ 51,660		$ 24,500	
TOTAL WEBSITE BUDGET	$ 21,500		$ 10,000	
TOTAL PRINTING/GUIDE BUDGET	$ 60,000		$ 61,000	
TOTAL COMMUNITY PARTCIPATION	$ 11,000		$ 11,000	
TOTAL SPECIAL PROJECTS	$ -		$ 35,000	One-time special project. See above notes.
TOTAL BUDGET	**$ 251,410**		**$ 282,750**	***Represents a total operating budget decrease of $3,660 and a special projects increase of $35,000 for a total increase of $31,340.**

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SPECIAL EVENTS COMMITTEE BUDGET - FYE 2026									
Event Logistics									
Event	**FYE2024 Budget**	**FYE2024 Actual**	**FYE2024 Sponsor Actual**	**FYE2025 Budget**	**FYE 2025 Sponsor Goal**	**FYE 2025 Sponsor Actual**	**FYE 2026 Budget**	**FYE 2026 Sponsor Goal**	**Notes**
DOTT	$ 15,000	$ 13,776		$ 15,000	$ 5,000		$ 15,000	$ 5,000	
Cruise	$ 45,000	$ 46,196	$ 79,505	$ 48,000	$ 65,000	$ 69,730	$ 48,000	$ 65,000	
Farmers Market	$ 25,000	$ 26,713	$ 18,850	$ 29,000	$ 15,000		$ 30,000	$ 15,000	Increased by $1,000 for equipment replacement, market materials
Winter Markt	$ 75,000	$ 82,104	$ 17,500	$ 78,000	$ 30,000		$ 104,000	$ 30,000	Actual costs for FYE 2025 ~$82,000. Tent costs anticipated to increase by $17,000. We do not anticipate we can increase vendor pricing to offset all increased tent costs.
Small Business Saturday	$ -	$ 236		$ 500			$ 500		
Holiday Promotions	$ 35,000	$ 32,109		$ 35,000	$ 5,000		$ 40,000	$ 5,000	Includes Santa Walk, Santa House, Carriage Rides, Treat Giveaways, etc. Actual costs for FYE 2025 $37,000 and one less week of holiday activities due to 2024 calendar/dates.
Movie Nights	$ 15,000	$ 19,736	$ 14,200	$ 20,000	$ 18,000		$ 25,000	$ 18,000	Actual costs for FYE 2025 were $23,000. Added Police Detail to support larger crowd and safety initiatives.
BirminghamBURGER	$ -	-		$ 5,000	$ 5,000		$ -	$ 5,000	Relocated costs to marketing budget
Spring Stroll	$ 1,500	$ 579		$ 1,000	$ 2,000		$ 1,000	$ 2,000	
Art Walk	$ 2,000	$ 774		$ 3,000	$ 1,000		$ 1,000	$ 1,000	Actual FYE 2025 costs were $1,000. Event cost reduced due to anticipated $1,000 contribution from Public Arts Board.
BRRmingham Blast	$ 25,000	$ 25,891		$ 35,000			$ 35,000	$ 5,000	
General Event Supplies	$ -	$ 602		$ 500			$ 500	$ -	Staff Gear
TOTAL	**$ 238,500**	**$ 248,716**		**$ 270,000**	**$ 146,000**		**$ 300,000**	**$ 151,000**	***Represents a total operating budget increase of $30,000.**

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MAINTENANCE & CAPITAL IMPROVEMENTS COMMITTEE BUDGET - FYE2025						
OPERATING EXPENSES	**FYE2024 Budget**	**FYE2024 Actual**	**FYE2025 Budget**	**FYE2025 Actual**	**FYE 2026 Budget**	**Notes**
Snow Removal	72,100	64,200	80,000		$ 74,000	2026 budgeted amount reflects an increase of approximately 10% over our current contract.
1x Salting	7,900	-	9,000		$ 9,000	
Holiday Lights	40,000	32,475	48,000		$ 48,000	Includes Booth Park lighting, the Henrietta via trees (Social)
Holiday Lights/Décor for Booth Park	-	-	-	-	$ -	Consider Booth Park after project completion
Hanging Baskets	16,500	15,510	16,000		$ 15,510	Should we increase based on Triangle District future needs?
Powerwashing	6,000	11,050	11,500	$ 11,500.00	$ 17,025	Estimated at 15% increase from $11,500 ($13,225) + new area of North Old Woodward estimated at $3,800 with one application.
Dog Waste	1,000	2,704	1,000		$ 3,100	
Containers	1,000	1,079	1,000		$ 1,100	
Holiday Tree Installation		5,807	5,000	$ 5,832.00	$ 6,000	Split with DPS.
OPERATING EXPENSES TOTAL	**144,500**	**132,825**	**171,500**	**$ 17,332.00**	**$ 173,735.00**	**Represents decreases of $6,000 in snow removal and $490 in hanging baskets, and increases of $5,525 in powerwashing, $2,100 in dog waste bags, $100 in containers and $168 in holiday tree installation for a total operating budget increase of $2,235.**
CAPITAL IMPROVEMENT PROJECTS						
Alley Improvements	15,000	-	50,000		$ 75,000	Willits Alley Design Phase 1. Do in phases across budget years? Use formal design firm, wall art, benches, lighting, etc.
Wayfinding Kiosks	-	-	-		$ 15,000	Waiting for quotes from ASI for Shain Park and Maple/Old WW kiosks scheduled for installation in spring 2025. Pilot for digital kiosk monitors with target installation in Q4 2025.
Triangle District Amenities	5,000	-	-		$ -	Plan for FYE 2027
CAPITAL IMPROVEMENT PROJECTS TOTAL	**20,000**	**-**	**50,000**	**$ -**	**$ 90,000.00**	
TOTAL BUDGET	**164,500**	**132,825**	**221,500**	**$17,332.00**	**$263,735.00**	

CAPITAL IMPROVEMENT PLAN 2025-2030						
PROJECT		**FYE2025**	**FYE2026**	**FYE2027**	**FYE2028**	**FYE2029**
Pierce Street Alley						
West Maple Alley						
Willits Alley						
Wayfinding Kiosks						
Triange District						

CAPITAL IMPROVEMENT PROJECTS LONG-RANGE MASTER PLAN 2040						
PROJECT						
Landon Area Streetscape						
Farmers Market Shed						

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BUSINESS DEVELOPMENT COMMITTEE BUDGET - FYE2025				
Project	**FYE2024 Budget**	**FYE2025 Budget**	**FYE 2026 Budget**	**Notes**
Workshops	$ 25,000.00	$ 25,000.00	$ 25,000	Merchant workshops/educational series/consulting
Market Data Tool	$ -	$ -	$ -	Buxton, Placer are $25K+ Currently leveraging other resources/partnerships.
Property Data Collection	$ 2,500.00	$ 2,500.00	$ 2,500	
Broker/Property Owner Round Tables (2x)	$ 2,500.00	$ 2,500.00	$ 2,500	
Recruitment (Travel/Research)	$ 5,000.00	$ 5,000.00	$ -	$5000 still allocated to this initiative, but captured under Conferences & Workshops Line Item in Administrative Budget
Business Anniversary Recognition Program	$ 5,500.00	$ 5,500.00	$ 8,000	Increase of $500. Watercolors, Boosted Social Media, Recognition Event.
Video Features	$ -	$ -	$ -	Video edits in marketing budget
CRM/Messaging System	$ 3,600.00	$ 3,600.00	$ -	
CRM Implementation	$ 5,000.00	$ 5,000.00	$ -	
Recruitment/Promo Materials	$ 5,000.00	$ 5,000.00	$ 15,000	New Business Packet Tabs/Folders. Templates. Gift baskets with QR codes to information to prospects.
Special Projects	$ 11,400.00	$ 11,400.00	$ 12,000	
Incentive	$ 25,000.00	$ 25,000.00		
Micsellaneous	$ 9,500.00	$ 9,500.00	$ -	
TOTAL BUDGET	$100,000.00	$100,000.00	$65,000.00	***Reflects a reduction of $35,000.**

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TOTAL EXPENDITURES BUDGET - FYE 2026						
Description	**FYE2024 Budget**	**FYE2024 Actual**	**FYE2025 Budget**	**FYE 2026 Budget**	**FYE 2027 Projected**	**Notes**
PERSONNEL SERVICES						
Salaries & Wages	$ 421,860.00	$ 372,045.13	$ 387,190.00	$ 392,859.78	$ 392,859.78	BSD $347,034.09 + DPS $45,825.69
Fringe Benefits	$ 170,620.00	$ 141,665.26	$ 163,550.00	$ 146,437.64	$ 150,200.93	2026: BSD $113,700.23 + DPS $32,737.41. 2027: BSD: 116,172.23 + DPS $34,028.70
PERSONNEL SERVICES TOTAL	**$ 592,480.00**	**$ 513,710.39**	**$ 550,740.00**	**$ 539,297.42**	**$ 543,060.71**	
SUPPLIES						
Postage	$ 1,500.00	$ -	$ 1,000.00	$ 500.00	$ 500.00	*Reduced from $1,000
Operating Supplies	$ 3,500.00	$ 1,092.97	$ 3,500.00	$ 3,500.00	$ 3,500.00	
SUPPLIES TOTAL	**$ 5,000.00**	**$ 1,092.97**	**$ 4,500.00**	**$ 4,000.00**	**$ 4,000.00**	
OTHER CHARGES						
Legal Services	$ 3,120.00	$ 4,166.25	$ 3,000.00	$ 4,500.00	$ 4,500.00	Increased 2026 and 2027 from $3000.
Audit	$ 740.00	$ 801.00	$ 740.00	$ 760.00	$ 780.00	
Other Contractual Services	$ 18,780.00	$ 3,000.00	$ 50,000.00	$ -	$ -	
Snow Removal	$ 72,100.00	$ 64,200.00	$ 80,000.00	$ 83,000.00	$ 83,000.00	Contract ends in 2025. Go out to RFP for FYE 2026. Snow Removal $74,000 + Salting $9,000.
Website Maintenance	$ 19,000.00	$ 14,300.00	$ 21,500.00	$ 10,000.00	$ 10,000.00	2026 and 2027 incresed from $6,500 to $10,000
Telephone	$ 1,750.00	$ 1,518.06	$ 1,750.00	$ 1,750.00	$ 1,750.00	
Marketing & Advertising	$ 189,995.00	$ 142,388.90	$ 186,410.00	$ 200,750.00	$ 165,750.00	Includes Marketing/Advertising, Promotional Marketing/Materials, Special Projects
Public Relations	$ 8,000.00	$ 5,785.75	$ 22,100.00	$ 11,000.00	$ 11,000.00	Community Participation
Tenant Recruitment	$ 106,620.00	$ 30,677.30	$ 100,000.00	$ 65,000.00	$ 65,000.00	
Special Events	$ 260,180.00	$ 266,292.37	$ 259,000.00	$ 300,000.00	$ 315,000.00	Event marketing costs removed and captured under Marketing & Advertising line item. 2027 represents a 5% increase over 2026.
Printing & Publishing	$ 55,000.00	$ 44,173.56	$ 60,500.00	$ 61,000.00	$ 61,000.00	
Equipment Maintenance	$ 1,200.00	$ 1,489.27	$ 1,200.00	$ 1,500.00	$ 1,500.00	
Maintenance Shopping District	$ 117,379.00	$ 81,904.79	$ 82,050.00	$ 90,735.00	$ 90,735.00	Includes: Holiday lights, holiday tree, hanging baskets, powerwasing, dog waste bags, containers
Equipment Rental/Lease	$ 44,630.00	$ 31,604.30	$ 36,190.00	$ 37,158.00	$ 38,089.00	Use of DPS equipment
Computer Equipment Rental	$ 36,980.00	$ 36,980.04	$ 44,630.00	$ 49,090.00	$ 54,000.00	Equipment use, IT staff time, software programs
Building/Facility Rent	$ 12,000.00	$ 12,000.00	$ 12,000.00	$ 12,000.00	$ 12,000.00	
Training	$ 3,000.00	$ 2,208.62	$ 3,000.00	$ 3,000.00	$ 3,000.00	
Memberships & Dues	$ 3,000.00	$ 1,904.00	$ 3,000.00	$ 3,000.00	$ 3,000.00	
Conferences & Workshops	$ 6,000.00	$ 4,402.37	$ 5,000.00	$ 5,000.00	$ 5,000.00	
Liability Insurance	$ 4,970.00	$ 4,970.04	$ 5,170.00	$ 5,380.00	$ 5,600.00	
Miscellaneous	$ 1,000.00	$ -	$ -	$ 1,500.00	$ 1,500.00	Volunteer appreciation/recognition, staff gear for events, etc.
Employee Parking	$ -	$ 2,000.00	$ 4,730.00	$ 6,000.00	$ 6,000.00	Employee Parking increased from $4,730 to $6,000. $500/month x 12 months.
OTHER CHARGES TOTAL	**$ 965,444.00**	**$ 756,766.62**	**$ 981,970.00**	**$ 952,123.00**	**$ 938,204.00**	
TOTAL OPERATING EXPENSES	**FYE 2024 Budget**	**FYE 2024 Actual**	**FYE 2025 Budget**	**FYE 2026 Budget**	**FYE 2027 Projected**	**Notes**
PERSONNEL SERVICES	$ 592,480.00	$ 513,710.39	$ 550,740.00	$ 539,297.42	$ 543,060.71	
SUPPLIES	$ 5,000.00	$ 1,092.97	$ 4,500.00	$ 4,000.00	$ 4,000.00	
OTHER CHARGES	$ 965,444.00	$ 756,766.62	$ 981,970.00	$ 952,123.00	$ 938,204.00	
TOTAL OPERATING EXPENSES	**$ 1,562,924.00**	**$ 1,271,569.98**	**$ 1,537,210.00**	**$ 1,495,420.42**	**$ 1,485,264.71**	
CAPITAL OUTLAY						
Willits Alley	$ -	$ -	$ -	$ 75,000.00		Willits Alley Design Phase 1. Do in phases across budget years? Use formal design firm, wall art, benches, lighting, etc. Reflected in the Maintenance Committee Budget.
Wayfinding Kiosks	$ -	$ -	$ -	$ 15,000.00		Waiting on estimate from ASI. Reflected in the Maintenance Committee Budget.
Social Media Special Project	$ -	$ -	$ -	$ 35,000.00		Build/increase social media content, followers. Reflected in the Marketing Committee Budget.
Office Renovations	$ -	$ -	$ -	$ 10,000.00	$ -	Remove wallpaper, paint, replace carpet, etc.
CAPITAL OUTLAY TOTAL	$ -			**$ 135,000.00**		
TOTAL EXPENDITURES	**$ 1,562,924.00**	**$ 1,271,569.98**	**$ 1,537,210.00**	**$ 1,630,420.42**	**$ 1,485,264.71**	

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FUND SUMMARY						
REVENUES	**FYE 2024 Budget**	**FYE 2024 Actual**	**FYE 2025 Budget**	**FYE 2026 Projected**	**FYE 2027 Projected**	**Notes**
Approp Fund Balance/Earnings	$ 111,004.35	$ -				
Special Assessment	$ 1,201,500.00	$ 1,173,875.81	$ 1,202,710.00	$ 1,203,960.00	$ 1,221,200.00	Inclues $1,146,146.20 from 23-24 + $27,112.43 from 22-23 + $617.18 interest.
Charges for Services	$ 25,000.00	$ 25,000.00	$ 25,000.00	$ 25,000.00	$ 25,000.00	Parking System Contribution
Interest & Rent (Investment Income)	$ 5,420.00	$ 63,510.50	$ 36,000.00	$ 36,000.00	$ 36,000.00	
Other Revenue (Sponsorships)	$ 220,000.00	$ 235,644.00	$ 230,000.00	$ 240,000.00	$ 250,000.00	
Grants	$ -	$ 1,000.00	$ -	$ -	$ -	2024 Oakland County grant
Sundry & Miscellaneous	$ -	$ 238.51	$ -	$ -	$ -	
REVENUES TOTAL	**$ 1,562,924.35**	**$ 1,499,268.82**	**$ 1,493,710.00**	**$ 1,504,960.00**	**$ 1,532,200.00**	
EXPENDITURES	**FYE 2024 Budget**	**FYE 2024 Actual**	**FYE 2025 Budget**	**FYE 2026 Projected**	**FYE 2027 Projected**	**Notes**
Personnel Services	$ 592,480.00	$ 513,710.39	$ 550,740.00	$ 539,297.42	$ 543,060.71	
Supplies	$ 5,000.00	$ 1,092.97	$ 4,500.00	$ 4,000.00	$ 4,000.00	
Other Charges	$ 965,444.00	$ 756,766.62	$ 981,970.00	$ 952,123.00	$ 938,204.00	2026 increase of $23,620 including increases in Special Events, Legal Services, Employee Parking, Maintenance and Capital outlay. 2027 increase of $36,010 including increases in Special Events, Legal Services, Employee Parking, Maintenance.
Capital Outlay	$ -	$ -	$ -	$ 135,000.00	$ -	$75,000 Wilits Alley + $35,000 Social Media + $15,000 Wayfinding + $10,000 Office Renovations
EXPENDITURES TOTAL	**$ 1,562,924.00**	**$ 1,271,569.98**	**$ 1,537,210.00**	**$ 1,630,420.42**	**$ 1,485,264.71**	
	FYE 2024 Budget	**FYE 2024 Actual**	**FYE 2025 Budget**	**FYE 2026 Projected**	**FYE 2027 Projected**	**Notes**
REVENUES OVER (UNDER) EXPENDITURES	**$ 0.35**	**$ 227,698.84**	**$ (43,500.00)**	**$ (125,460.42)**	**$ 46,935.29**	Surplus in FYE 2024 includes increase in investment and sponsor income, and under budget in personnel services, tenant recruitment, maintenance/other contractual services, marketing
BEGINNING FUND BALANCE			**$ 1,327,452.00**	**$ 1,283,952.00**	**$ 1,158,491.58**	
ENDING FUND BALANCE			**$ 1,283,952.00**	**$ 1,158,491.58**	**$ 1,205,426.87**	

Special Events Committee Meeting Minutes

151 Martin Street, Conference Rooms 202 & 203

December 13, 2024, at 8:30am

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

In Attendance: R. Astrein, D. Fehan, B. Hussey, Z. Kay, D. Lilley

Staff: E. Bassett, J. Brook

Guests: None

Absent: K. Cummings, S. Lipari

Approval of Minutes: Motion by Fehan seconded by Lilley to approve the minutes dated November 8, 2024. All ayes. Motion approved.

Public Comment: None

Santa Walk Wrap-Up
The Committee discussed Santa Walk and how the weather affected attendance. Even with lower attendance than anticipated, it is becoming challenging to keep everyone on the sidewalk. The group brainstormed about other options for next year, which could include some street closures, changing the walking route, or holding the entire event in Shain Park with no walk around the park. There will be further discussion at future meetings.

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Winter Markt Wrap-Up
Brook shared that Winter Markt vendors were pleased with the event. However, there were some challenges with set-up and she suggests requesting an extra day of street closures for the 2025 event so that set-up does not feel so rushed and there is time for appropriate walk-thrus before vendors arrive.

Lilley reported that his great nieces were a part of the young entrepreneurs' tent and that they had a very positive experience and would like to be back next year.

Brook and Bassett will be meeting with the tent provider for a wrap-up meeting and to discuss future events. The 5-year contract with Wahl Tents just finished as has the contract with Sunbelt. Therefore, new contracts will be needed.

BRRmingham Blast
Brook reported that she is working to secure food trucks for the BRRmingham Blast event. She will be looking to add one or two more than last year. The zipline and other activities are all booked.

Meeting adjourned at 10:05 a.m.

NEXT MEETING: Friday, January 10, 2025, at 8:30 a.m.

Marketing and Advertising Committee Meeting Minutes

151 Martin Street, Commission Room

December 11, 2024

In Attendance: J. Lundberg, Z. Kay, E. Miller, A. Pohlod, J. Sloan, C. Quezada, B. Bouscher

E. Bassett, S. Hunter

Absent: S. Eid, S. Wolf

Approval of Minutes:
Motion by Kay seconded by Pohlod, to approve the minutes dated November 13, 2024. All ayes, motion approved.

Public Comment: None

SEEN Influencer Project Brainstorm:
Amy Gill with SEEN Media Group presented to the committee and requested core objectives and goals of the BSD to ensure success when using influencers. Bassett said the focus is overall awareness of downtown Birmingham to include dining, shopping, and events.

Pohlod said she would like to see more engagement and an increase in social media followers on all platforms.

Gill shared she would create various influencer options with basic demographics, along with analytic data the BSD will provide.

DRAFT

Website Update:
The contract was signed with GeoCentric. The redesign will begin in January 2025 and conclude in June 2025. Staff is currently working to update CRM data for retailers, restaurants, salons, and spas.

Ongoing:
Bassett shared a letter from My House of Style regarding the positive experience they had with the Style Guide ad and their overall professionalism.

The meeting ended at 9:35 a.m.

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

Business Development Committee Meeting Minutes
151 Martin Street, Conference Room 202
December 16, 2024, at 8:30 a.m.

J. Hockman called the meeting to order at 8:34 a.m.

In Attendance:	J. Hockman (Chair), C. Quezada, M. McKenzie, M. Sharrak
Staff:	E. Bassett
Guests:	None
Absent:	S. Surnow (Vice Chair), A. Thomas, S. Quintal, D. Gilbert
Public Comment:	None

Approval of Minutes: Motion by Quezada, seconded by Sharrack, to approve the minutes from November 26, 2024. All ayes. Motion passed.

Business Recruitment and Retention

- **Tenant Recruitment Strategy:** McKenzie reported that the Business Mix Analysis and Tenant Recruitment Strategy drafts were presented to the BSD Board at the December meeting. Based on the discussion at the Board meeting, the committee plans to initiate one-on-one meetings with property owners/landlords and evaluate current/explore new marketing initiatives.

  Motion by Quezada, seconded by Sharrak, to adopt the Tenant Recruitment Strategy as presented. All ayes. Motion passed.

  Motion by Sharrak, seconded by Quezada to approve the Business Mix Analysis as presented. All ayes. Motion passed.

- **Available Spaces Report:** The committee reviewed the report.
- **New Business Report:** The committee discussed the report and a status of businesses scheduled to open.

Other Business

- **Window Coverings:** Bassett reported that she will be contacting the property owner regarding next steps.
- **Merchant Meetings/Workshops:** Bassett reported that Keep it Real Social is scheduled for February 6-7 and that BSD staff will promote the opportunity to businesses starting in January. Bassett reported that the 2025 merchant meeting schedule is being developed.

Meeting adjourned at 9:21 a.m.

NEXT MEETING DATE – January 28, 2025, at 8:30 a.m.

DRAFT

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

JANUARY 2025

Office Occupancy Rate 88%

Retail Occupancy Rate 98%

Name of Business	Property Address	Street Name	Notes	Date of notification	Scheduled to Open/Moved/Opened in last 12 months
Jeffrey Floral Architecture	110	Old Woodward, South	Specialty Retailers	12/11/24	Scheduled to Open
Pure Glow	282	Maple Road, West	Salon	10/29/24	Scheduled to Open
Terra Kitchen & Cocktails	260	Old Woodward, North	Dining	10/29/24	Scheduled to Open
RH Gallery	300	Old Woodward, South	Home Furnishings	10/29/24	Scheduled to Open
MATTHILDUR X MARK KELLER	227	Old Woodward, South	Apparel - Women	10/10/24	Scheduled to Open
Marrow	283	Hamilton Row	Deli	10/10/24	Scheduled to Open
Yummi's	205	Maple Road, East	Food Specialties	07/15/24	Scheduled to Open
DDAM	298	Old Woodward, South	Apparel - Women	06/30/24	Scheduled to Open
Teuta	168	Maple Road, West	Dining	04/24/24	Scheduled to Open
Wilder's	460	Parkview	Dining	12/16/24	Opened
Sophia Jewelers	123	Maple Road, West	Jeweler	12/09/24	Opened
Flute World	1050	Webster Street	Specialty Retailers	12/09/24	Opened
Icon Anti-Aging & Aesthetics	110	Old Woodward, South	Medical	12/09/24	Opened
Bell Bistro	185	Old Woodward, North	Dining	11/06/24	Opened
Detroit Lashes	950	Maple Road, East, Suite 10	Salon/Spa	10/30/24	Opened
Robert Kidd Gallery	555	Old Woodward, South	Gallery	10/29/24	Opened
The Shops on Townsend	107	Townsend Street	Muliple Retailers	10/29/24	Opened
Café Origins	163	Maple Road, West	Food Specialties	10/15/24	Opened
Modern Aesthetics + Skin	144	Maple Road, West	Medical	07/11/24	Opened
Birmingham Psychic Crystal Gallery	534	Old Woodward, North	Specialty Retailers	06/25/24	Opened

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

JANUARY 2025

Office Occupancy Rate 88%

Retail Occupancy Rate 98%

Name of Business	Property Address	Street Name	Notes	Date of notification	Scheduled to Open/Moved/Opened in last 12 months
Luxe 360 Contouring & Aesthetics	630	Old Woodward, North, Suite 101	Med Spa	06/25/24	Opened
Choco Mania Café	280	Merrill Street, East	Food Specialties	06/17/24	Opened
Hylant	220	Park Street	Insurance	05/22/24	Opened
Dayco Incorporated	401	Old Woodward, South	Engineering/Manufacturing	05/22/24	Opened
Eileen Fisher	286	Maple Road, West	Apparel - Women	05/22/24	Opened
Pure Green	148	Pierce Street	Food Specialties	05/01/24	Opened
The Pregnancy Bar	555	Old Woodward, South, Suite 25L	Medical	03/27/24	Opened
Engrace by Little Switzerland	177	Old Woodward, South	Jeweler	03/25/24	Opened
Scenthound	745	Maple Road, East	Pet Grooming	02/04/23	Opened
Warby Parker	120	Maple Road, West	Specialty Retailers	02/03/23	Opened

Executive Committee Meeting Minutes
Birmingham City Hall, 151 Martin Street, Conference Rooms 202 & 203
December 18, 2024, at 8:30 a.m.

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

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

Approval of Minutes: Motion by Kay, seconded by Ecker, to approve the minutes dated October 30, 2024. All ayes. Motion passed.

Public Comment: None

Board Anticipated Action Items & Presentations

- **Chair, Vice Chair and Secretary Elections and Executive Committee Appointments:** Pohlod reported that an announcement was made at the December 5, 2024 BSD Board meeting for nominations to be presented to the BSD Board at the January 9, 2025 meeting. The committee reviewed the composition of the Executive Committee as stated in the BSD Board Bylaws.

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New Business

- **FYE 2026 Budget:** Bassett presented a fiscal year end 2026 budget draft including committee budgets. Bassett reported that she is still waiting on estimates from the Finance Department for several of the budget line items which are expected in the coming weeks. The committee recommends presenting the draft at the January 9, 2025 BSD Board meeting.

Meeting adjourned at 10:01 a.m.

NEXT MEETING: Wednesday, January 30, 2024, at 8:30 a.m.

FREE PARKING REPORT

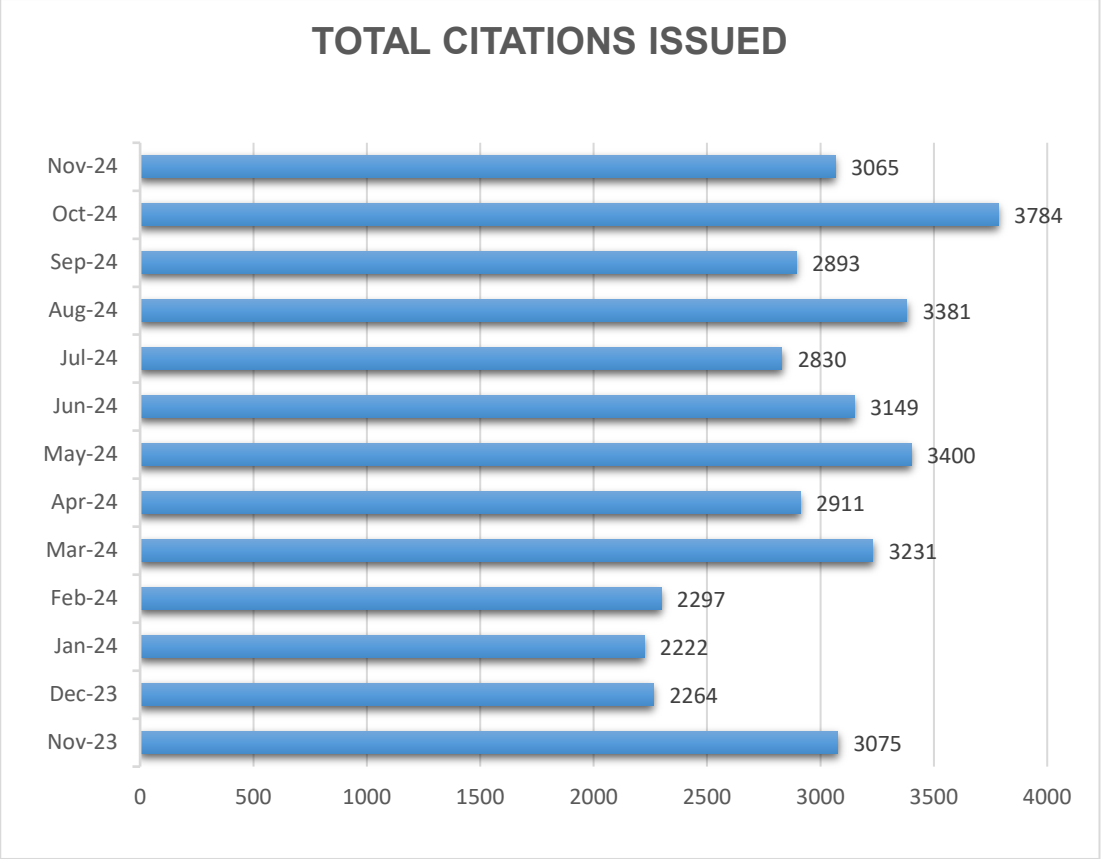
October 2024

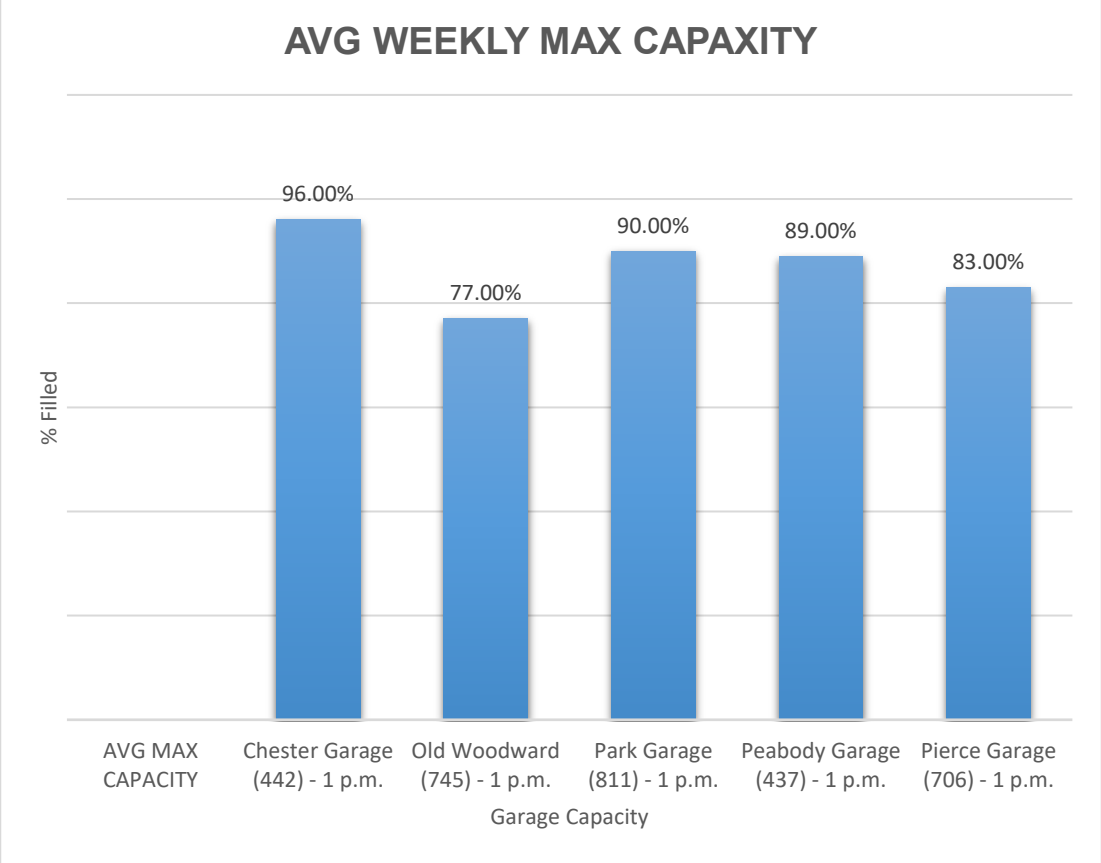
GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE	Paying cars	Rate per
CHESTER	5,650	2,665	$19,491.00	47%	2,985	$6.53
OLD WOODWARD	14,425	8,179	$38,306.00	57%	6,246	$6.13
PARK	19,144	9,760	$57,000.00	51%	9,384	$6.07
PEABODY	20,712	12,843	$41,498.00	62%	7,869	$5.27
PIERCE	23,879	10,570	$82,128.00	44%	13,309	$6.17
TOTALS	**83,810**	**44,017**	**$238,423.00**			

November 2024

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE	Paying cars	Rate per
CHESTER	4,527	2,319	$19,491.00	51%	2,208	$8.83
OLD WOODWARD	11,212	6,117	$38,306.00	55%	5,095	$7.52
PARK	17,542	8,407	$57,000.00	48%	9,135	$6.24
PEABODY	20,469	12,439	$41,498.00	61%	8,030	$5.17
PIERCE	20,493	8,988	$82,128.00	44%	11,505	$7.14
TOTALS	**74,243**	**38,270**	**$238,423.00**			

NOVEMBER PARKING REPORTS





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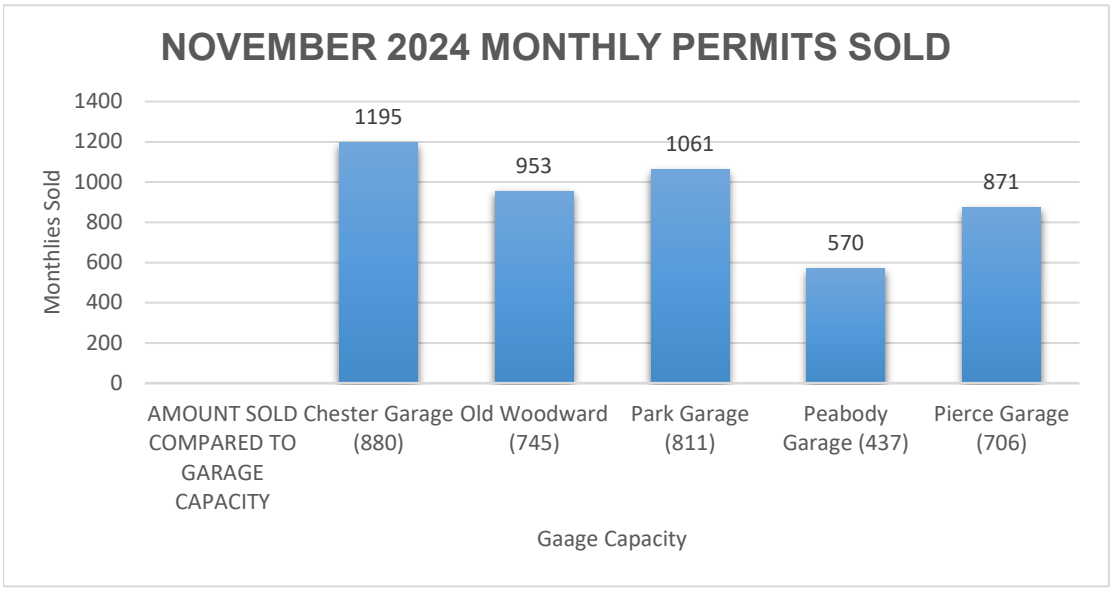

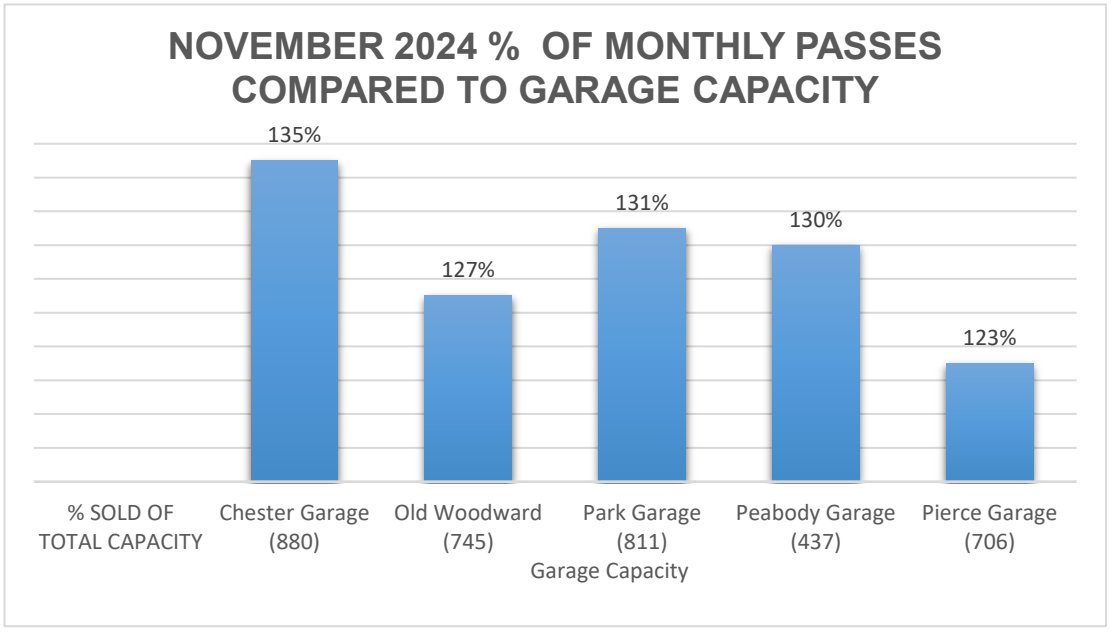

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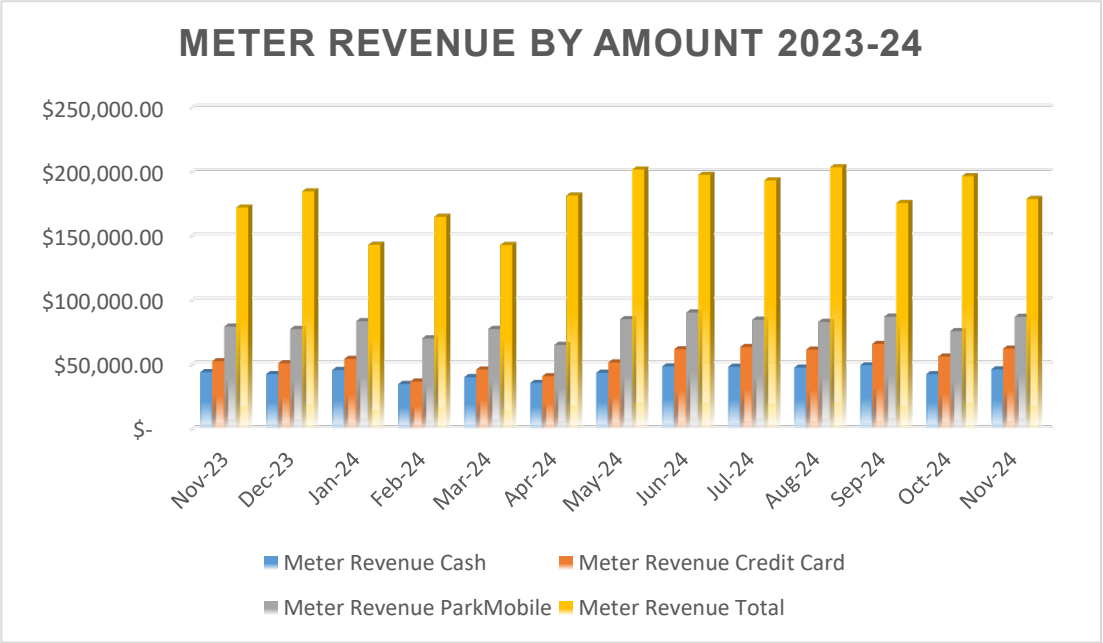

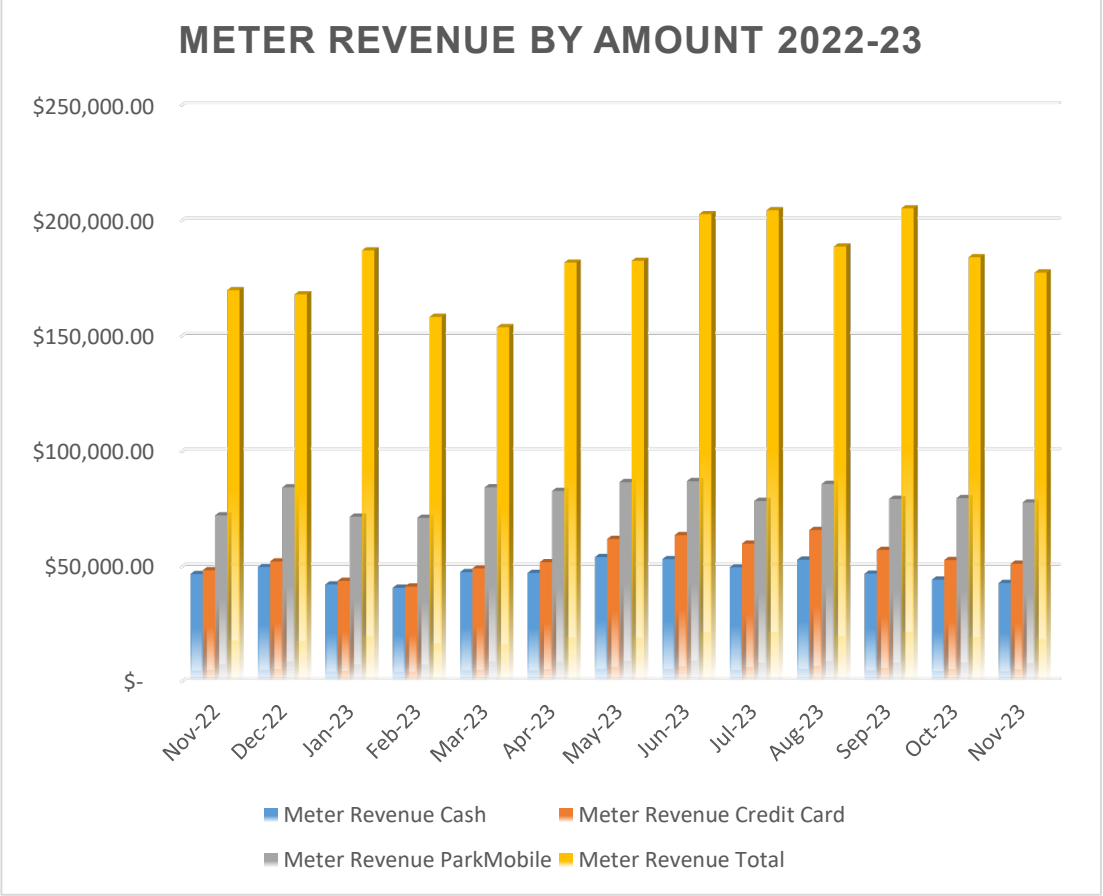

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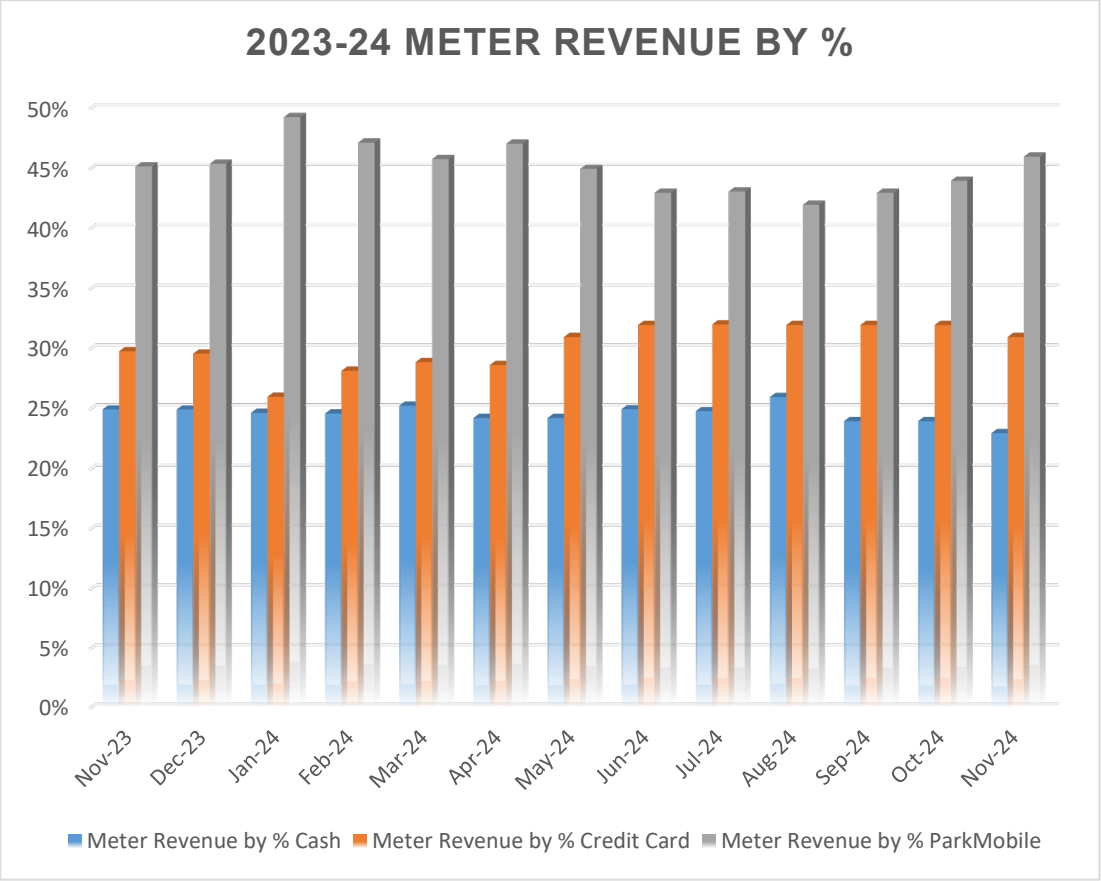

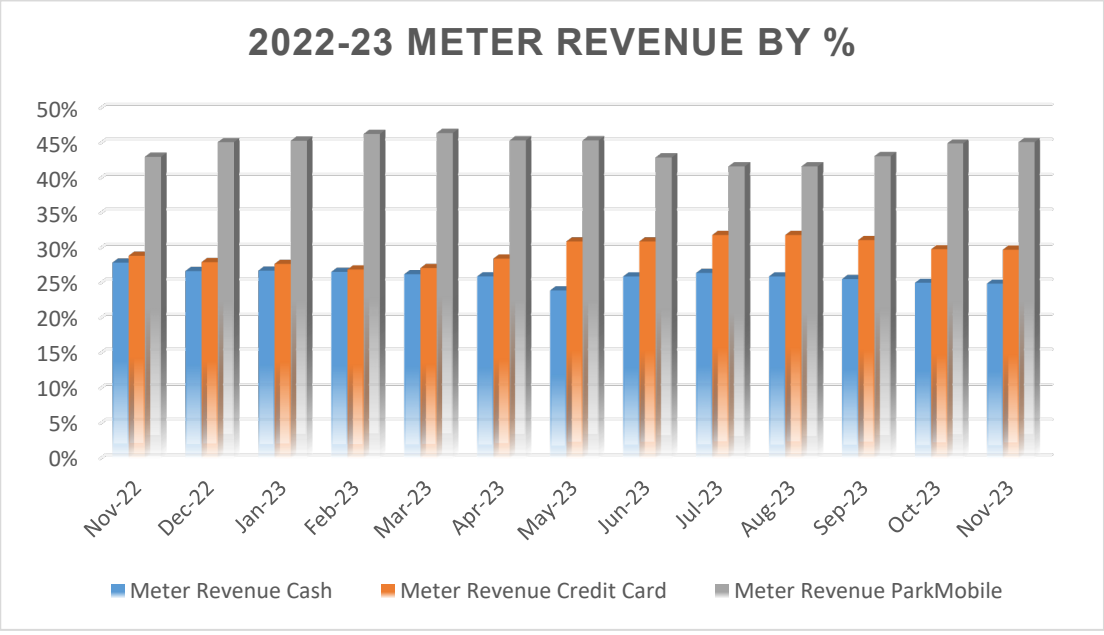

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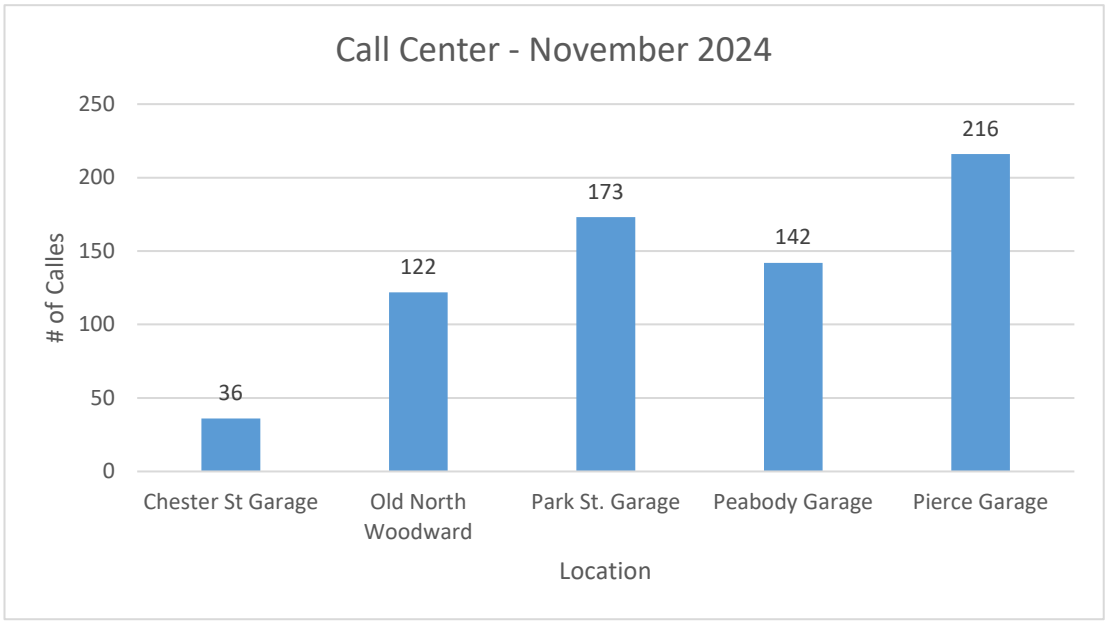

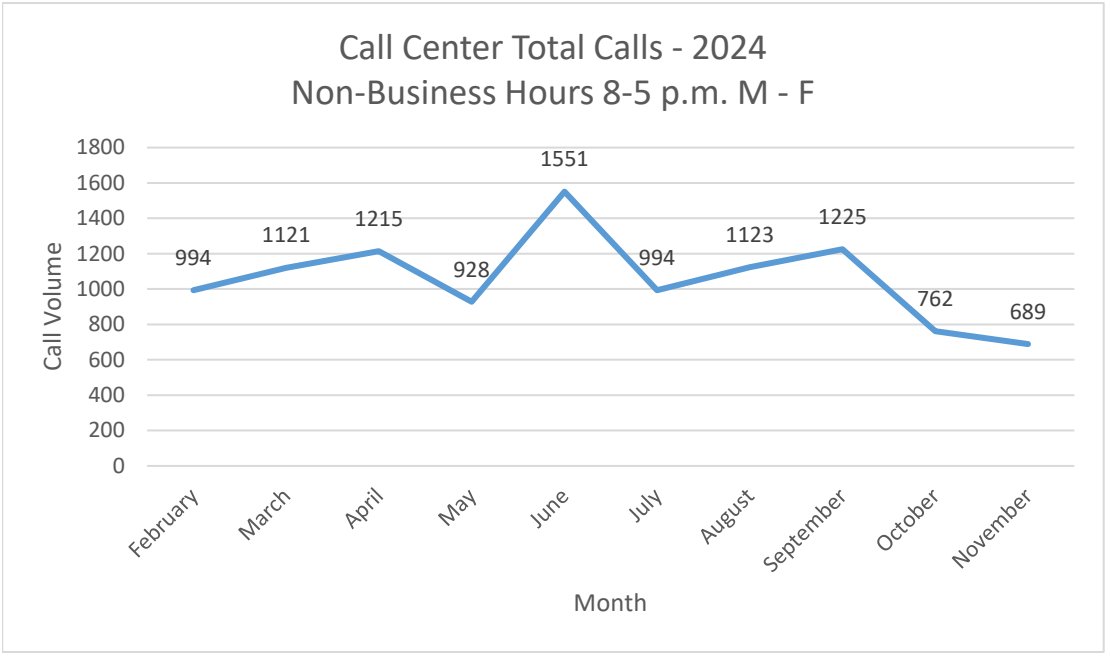

CITY BOARD/COMMITTEE ATTENDANCE RECORD

Name of Board: Birmingham Shopping District **Year:** 2024

Members Required for Quorum: 7

MEMBER NAME	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	SPEC MTG	SPEC MTG	Total Mtgs. Att.	Total Absent	Percent Attended Available
REGULAR MEMBERS																	
Richard Astrein	P	P	P	P	A	P	A	A							5	3	63%
Samy Eid	A	P	P	P	P	A	P	Ae	Ae	P	A				6	5	55%
Beth Hussey	P	P	P	P	P	P	P	P	P	P	P	P			12	0	100%
Zachery Kay	P	P	P	P	P	P	Ae	P	P	P	P	A			10	2	83%
Sarvy Lipari	P	P	P	P	P	A	P	P	P						8	1	89%
Jana Ecker	P	P	P	P	P	A	P	P	P	P	P	P			11	1	92%
Mike McKenzie	P	P	P	P	P	A	P	P	P	A	P	P			10	2	83%
Amy Pohlod	P	P	P	A	P	P	P	P	P	P	P	P			11	1	92%
Michele Taddei	A	P	P	A	P	P	A	P	P	P	P	P			9	3	75%
Bill Roberts	A	P	P	P	P	P	P	P	P	P	P	A			10	2	83%
Sam Surnow	A	P	P	Ae	P	P	P	P	Ae	P	A	P			8	4	67%
Jessica Lundberg	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA			0	0	#DIV/0!
Julie Sloan	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	P	P			2	0	100%
Member Name															0	0	#DIV/0!
Reserved															0	0	#DIV/0!
Doug Fehan	P	P	P	P	A	P	A	A	P	A	P	P			8	4	67%
Sarvy Lipari											P	P			2	0	100%
Present or Available	**7**	**11**	**11**	**8**	**10**	**7**	**8**	**9**	**8**	**8**	**8**	**7**	0	0%			

KEY:

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

Department Head Signature

Birmingham Shopping District Board and Committee Meetings 2025

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

**Notes date outside of typical meeting cadence*

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