



**Birmingham Shopping District Agenda**  
**Thursday, February 6, 2025, 8:30 a.m.**

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

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

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. 3-7)
3. Consent Agenda
  - a. Approval of BSD Board Minutes – January 9, 2025 (pg. 8-12)
  - b. Approval of Vouchers – January 2025 (pg.13-15)
4. New Business
5. Presentations
  - a. Fiscal Year End 2026 Budget Draft (pg. 16-19)
  - b. 2024 Annual Marketing Report (pg. 20-21)
6. Old Business
7. Reports
  - a. Committee Reports: (pg. 22-34)
    - 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. 1-2)
8. Information: Other Announcements, Attendance, & Monthly Meeting Schedule (pg. 35-36)
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**

### **February 6, 2025**

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

### Finance Reports

File and receive the financial reports for the period ending December 31, 2024.

### Consent Agenda Items

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

a. Minutes

Minutes from the January 9, 2025, BSD Board of Directors meeting are attached for your review and approval.

b. Approval of Payable Vouchers

Attached are the payable vouchers for your review and approval for January 2025.

### New Business

### Presentations

- a. FYE 2026 Budget Draft
- b. 2024 Annual Marketing Report

### Old Business

### Executive Director Report

#### **Budget:**

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

- February 6, 2025: Second budget draft presented to BSD Board for approval
- Mid-February, 2025: BSD staff meets with Finance Director and City Manager
- March 6, 2025: Final budget draft presented to BSD Board if needed
- April 26, 2025: City Commission budget hearing

#### **Assessment/2024 Year in Review:**

The BSD annual assessment and *2024 Year in Review* was mailed the week of January 27, 2025.



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### **Long Range Planning:**

Bassett presented to the City Commission during Long Range Planning on January 25, 2025. The 15-minute presentation included a brief overview of the BSD and progress in 2024 as well as key areas of focus in 2025 including alley and wayfinding enhancements, business recruitment strategy and retention initiatives, and marketing projects/initiatives.

### **Special Events:**

- **BRRmingham Blast: January 25, 2025, 10 a.m. – 6 p.m.**  
The second annual BRRmingham Blast was well attended, with steady foot traffic throughout the day. Food truck vendors and attractions were busy, and some businesses reported an uptick in foot traffic during the event.
- Special Event Applications for Movie Nights, Farmers Market, Day On The Town and the Birmingham Cruise Event will be presented to the City Commission in February.
- **Farmers Market:** The Special Events Committee recommends raising Farmers Market weekly vendor rates to offset rising market costs. This will be the first increase in many years, and vendors will still have the opportunity to receive a reduced multi-week rate if paid in full at the start of the market season.

### **Marketing and Public Relations:**

- **Website:** The website project is underway with bi-weekly meetings occurring between the vendor and BSD staff.
- **Advertising/Media Contracts:** We are in the process of building the FYE 2026 media plan and contracts.

### **Business Development:**

- Keep it Real Social is consulting with businesses February 6 and 7.
- We are scheduling meetings with key property owners to introduce the tenant recruitment initiatives and materials, and hear more about how we can support ongoing recruitment efforts.

### **Conferences/Workshops:**

- **Attended in January:** ACG 2025 Economic Outlook, Visit Detroit Annual Partnership Meeting, Retail Market Outlook Webinar
- **Upcoming:** National Main Street Conference in April and ICSC Las Vegas in May

### **Tourism:**

Bassett invited to become a member of Oakland County's new Tourism Steering Committee. The first meeting is in February.

Fund 235.0 PRINCIPAL SHOPPING DISTRICT

| GL Number                          | Description                        | Balance      |
|------------------------------------|------------------------------------|--------------|
| *** Assets ***                     |                                    |              |
| 235.0-000.000-005.0000             | CASH AND INVESTMENTS               | 1,170,510.51 |
| 235.0-000.000-036.0000             | MISCELLANEOUS                      | 3,583.72     |
| 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                       |                                    | 1,224,014.87 |
| *** Liabilities ***                |                                    |              |
| 235.0-000.000-255.0001             | GIFT CERTIFICATES                  | 600.00       |
| 235.0-000.000-362.0300             | DEFERRED INFLOWS - MISCELLANEOUS I | 1,970.00     |
| 235.0-000.000-362.0800             | DEFERRED INFLOWS - DELQ SPECIAL AS | 51,534.36    |
| Total Liabilities                  |                                    | 54,104.36    |
| *** 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    |                                    | (410,379.83) |
| Ending Fund Balance                |                                    | 1,169,910.51 |
| Total Liabilities And Fund Balance |                                    | 1,224,014.87 |



PERIOD ENDING 12/31/2024

|                                            |                                | 2023-24        |                           | 2024-25        |                   | ACTIVITY FOR              |                |                            |  |
|--------------------------------------------|--------------------------------|----------------|---------------------------|----------------|-------------------|---------------------------|----------------|----------------------------|--|
| GL NUMBER                                  | DESCRIPTION                    | AMENDED BUDGET | END BALANCE<br>06/30/2024 | AMENDED BUDGET | MONTH<br>12/31/24 | YTD BALANCE<br>12/31/2024 | % BDGT<br>USED | ENCUMBERED<br>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      | 5,470.23          | 37,926.81                 | 96.33          | 0.00                       |  |
| 235.0-441.005-702.0002                     | OVERTIME PAY                   | 18,240.00      | 24,709.33                 | 24,730.00      | 1,670.97          | 13,316.50                 | 53.85          | 0.00                       |  |
| 235.0-441.005-702.0003                     | LONGEVITY                      | 220.00         | 122.80                    | 170.00         | 187.50            | 187.50                    | 110.29         | 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       | 566.29            | 3,853.87                  | 78.33          | 0.00                       |  |
| 235.0-441.005-711.0002                     | HOSPITALIZATION                | 15,520.00      | 14,657.57                 | 10,740.00      | 1,594.25          | 9,467.38                  | 88.15          | 0.00                       |  |
| 235.0-441.005-711.0003                     | LIFE INSURANCE                 | 210.00         | 261.77                    | 170.00         | 22.29             | 163.80                    | 96.35          | 0.00                       |  |
| 235.0-441.005-711.0004                     | RETIREE HEALTH CARE CONTRIBUTI | 6,600.00       | 4,339.59                  | 4,230.00       | 362.34            | 2,187.21                  | 51.71          | 0.00                       |  |
| 235.0-441.005-711.0005                     | DENTAL/OPTICAL                 | 730.00         | 896.45                    | 610.00         | 97.83             | 614.20                    | 100.69         | 0.00                       |  |
| 235.0-441.005-711.0006                     | ST/LT DISABILITY INSURANCE     | 620.00         | 653.64                    | 600.00         | 56.82             | 432.48                    | 72.08          | 0.00                       |  |
| 235.0-441.005-711.0007                     | WORKER'S COMPENSATION          | 1,490.00       | 1,456.09                  | 1,160.00       | 132.70            | 945.64                    | 81.52          | 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            | 3,845.52                  | 49.94          | 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       | 560.91            | 4,244.33                  | 78.60          | 0.00                       |  |
| 235.0-441.005-711.0013                     | RET HLTH SVGS CONTR EMPLR      | 1,140.00       | 1,636.23                  | 670.00         | 149.38            | 1,183.06                  | 176.58         | 0.00                       |  |
| PERSONNEL SERVICES                         |                                | 125,100.00     | 122,771.52                | 100,540.00     | 11,512.43         | 78,368.30                 | 77.95          | 0.00                       |  |
| OTHER CHARGES                              |                                |                |                           |                |                   |                           |                |                            |  |
| 235.0-441.005-941.0000                     | EQUIPMENT RENTAL OR LEASE      | 44,630.00      | 31,604.30                 | 36,190.00      | 2,413.74          | 20,468.23                 | 56.56          | 0.00                       |  |
| OTHER CHARGES                              |                                | 44,630.00      | 31,604.30                 | 36,190.00      | 2,413.74          | 20,468.23                 | 56.56          | 0.00                       |  |
| Total Dept 441.005 - DOWNTOWN MAINTENANCE  |                                | 169,730.00     | 154,375.82                | 136,730.00     | 13,926.17         | 98,836.53                 | 72.29          | 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     | 33,409.50         | 162,391.10                | 50.52          | 0.00                       |  |
| 235.0-720.000-702.0002                     | OVERTIME PAY                   | 0.00           | 1,176.80                  | 1,500.00       | 414.43            | 414.43                    | 27.63          | 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      | 2,530.46          | 12,070.09                 | 49.09          | 0.00                       |  |
| 235.0-720.000-711.0002                     | HOSPITALIZATION                | 67,460.00      | 47,477.85                 | 70,710.00      | 4,229.37          | 18,072.28                 | 25.56          | 0.00                       |  |
| 235.0-720.000-711.0003                     | LIFE INSURANCE                 | 950.00         | 731.60                    | 580.00         | 72.34             | 452.12                    | 77.95          | 0.00                       |  |
| 235.0-720.000-711.0004                     | RETIREE HEALTH CARE CONTRIBUTI | 5,170.00       | 5,163.96                  | 6,540.00       | 535.25            | 3,211.50                  | 49.11          | 0.00                       |  |

## REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 12/31/2024

|                                                  |                                | 2023-24        |                           | 2024-25        |                   | ACTIVITY FOR              |                |                            |  |
|--------------------------------------------------|--------------------------------|----------------|---------------------------|----------------|-------------------|---------------------------|----------------|----------------------------|--|
| GL NUMBER                                        | DESCRIPTION                    | AMENDED BUDGET | END BALANCE<br>06/30/2024 | AMENDED BUDGET | MONTH<br>12/31/24 | YTD BALANCE<br>12/31/2024 | % BDGT<br>USED | ENCUMBERED<br>YEAR-TO-DATE |  |
| 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       | 79.68             | 497.92                    | 47.42          | 0.00                       |  |
| 235.0-720.000-711.0007                           | WORKER'S COMPENSATION          | 1,080.00       | 929.80                    | 1,190.00       | 106.56            | 512.85                    | 43.10          | 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            | 4,426.98                  | 49.97          | 0.00                       |  |
| 235.0-720.000-711.0011                           | HRA CONTRIBUTIONS              | 0.00           | 0.00                      | 0.00           | 0.00              | 0.00                      | 0.00           | 0.00                       |  |
| 235.0-720.000-711.0012                           | RETIREMENT DEFINED CONTRIBUTIC | 11,190.00      | 8,274.29                  | 10,460.00      | 841.00            | 5,256.21                  | 50.25          | 0.00                       |  |
| 235.0-720.000-711.0013                           | RET HLTH SVGS CONTR EMPLR      | 1,820.00       | 1,444.54                  | 1,830.00       | 140.00            | 875.00                    | 47.81          | 0.00                       |  |
| PERSONNEL SERVICES                               |                                | 467,380.00     | 390,938.87                | 450,200.00     | 43,096.42         | 208,180.48                | 46.24          | 0.00                       |  |
| OTHER CHARGES                                    |                                |                |                           |                |                   |                           |                |                            |  |
| 235.0-720.000-801.0200                           | LEGAL SERVICES                 | 3,120.00       | 4,166.25                  | 3,000.00       | 0.00              | 981.75                    | 32.73          | 0.00                       |  |
| 235.0-720.000-802.0100                           | AUDIT                          | 740.00         | 801.00                    | 740.00         | 0.00              | 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              | 10,700.00                 | 80.25          | 53,500.00                  |  |
| 235.0-720.000-829.0200                           | WEB SITE MAINTENANCE           | 19,000.00      | 14,300.00                 | 30,100.00      | 69.99             | 7,219.99                  | 89.72          | 19,785.00                  |  |
| 235.0-720.000-851.0000                           | TELEPHONE                      | 1,750.00       | 1,518.06                  | 1,750.00       | 149.76            | 926.64                    | 52.95          | 0.00                       |  |
| 235.0-720.000-881.0000                           | MARKETING & ADVERTISING        | 189,995.00     | 142,388.90                | 191,597.01     | 4,134.38          | 75,195.47                 | 74.09          | 66,750.01                  |  |
| 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     | 138.10            | 10,169.25                 | 16.94          | 7,000.00                   |  |
| 235.0-720.000-888.0000                           | SPECIAL EVENTS                 | 260,180.00     | 266,292.37                | 259,050.00     | 35,939.54         | 153,638.88                | 82.81          | 60,886.49                  |  |
| 235.0-720.000-901.0000                           | PRINTING & PUBLISHING          | 55,000.00      | 44,173.56                 | 67,500.00      | 13,515.00         | 20,000.00                 | 29.63          | 0.00                       |  |
| 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      | 179.00            | 9,818.98                  | 32.26          | 18,435.82                  |  |
| 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          | 22,315.02                 | 50.00          | 0.00                       |  |
| 235.0-720.000-944.0000                           | BUILDING OR FACILITY RENT      | 12,000.00      | 12,000.00                 | 12,000.00      | 1,000.00          | 6,000.00                  | 50.00          | 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       | 620.00            | 2,820.00                  | 59.62          | 0.00                       |  |
| 235.0-720.000-960.0400                           | LIABILITY INSURANCE            | 4,970.00       | 4,970.04                  | 5,170.00       | 430.83            | 2,584.98                  | 50.00          | 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     | 59,895.77         | 324,596.71                | 57.10          | 226,357.32                 |  |
| 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       | 77.23             | 1,840.21                  | 52.58          | 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       | 77.23             | 1,840.21                  | 40.89          | 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   | 103,069.42        | 534,617.40                | 53.60          | 226,357.32                 |  |
| TOTAL EXPENDITURES                               |                                | 1,562,924.35   | 1,271,569.98              | 1,556,329.17   | 116,995.59        | 633,453.93                | 55.25          | 226,357.32                 |  |

REVENUE AND EXPENDITURE REPORT  
PERIOD ENDING 12/31/2024

| GL NUMBER                                 | DESCRIPTION | 2023-24        | END BALANCE  | 2024-25        | ACTIVITY FOR   | YTD BALANCE  | % BDGT     | ENCUMBERED   |
|-------------------------------------------|-------------|----------------|--------------|----------------|----------------|--------------|------------|--------------|
|                                           |             | AMENDED BUDGET | 06/30/2024   | AMENDED BUDGET | MONTH 12/31/24 |              | 12/31/2024 | USED         |
| 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   | 18,590.39      | 223,074.10   | 14.33      | 0.00         |
| TOTAL EXPENDITURES                        |             | 1,562,924.35   | 1,271,569.98 | 1,556,329.17   | 116,995.59     | 633,453.93   | 55.25      | 226,357.32   |
| NET OF REVENUES & EXPENDITURES            |             | 0.00           | 227,698.84   | 0.00           | (98,405.20)    | (410,379.83) | 100.00     | (226,357.32) |

City of Birmingham  
Birmingham Shopping District Meeting Minutes  
**Thursday, January 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, January 9, 2025, at 8:30 a.m. at The Community House.

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

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

**ABSENT:** Ecker, Sloan, Surnow

**ADMINISTRATION:** Bassett, Brook

**GUEST(S):** Floyd A. Simmons, Hohendorf

**2. RECOGNITION OF VISITORS**

**3. FINANCE REPORT – BASSETT**

Bassett reported that there is still approximately \$75,000 in delinquent assessment payments. This is the low point for the BSD budget since assessment bills will be mailed later in the month. Expenses are also showing some funds that are encumbered due to contracts and PO's for later in the year.

Special events has currently spent approximately 70% of the budget. Most of the larger events/expenses happen earlier in the fiscal year. Bassett will monitor it to see if it is under budgeted or just timing.

**4. APPROVAL OF CONSENT AGENDA**

Consent agenda consisted of the:

- a. Approval of the BSD Board minutes from December 5, 2024;
- b. Approval of vouchers - December 2024;
- c. Absence Waivers for Directors Kay, Eid and Roberts

**MOTION:** Motion by McKenzie, seconded by Kay, to approve the BSD Board minutes from December 5, 2024, the vouchers for December 2024, and absence waiver for Directors Kay, Eid and Roberts.

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

Nays: none

Absent: Ecker, Sloan, Surnow

**Motion passed.**

## **5. NEW BUSINESS**

### **a. BSD Board Officer Elections**

**MOTION:** Motion by Kay, seconded by Lundberg, to reappoint the current BSD board officers, as is, for another year.

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

**Motion passed.**

### **b. BSD Executive Committee Appointments**

**MOTION:** Motion by Hussey, seconded by Roberts, to reappoint the current BSD executive committee, as is, for another year.

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

**Motion passed.**

## **6. PRESENTATIONS**

### **a. Fiscal Year End 2026 Budget Draft**

Pohlod shared that the goal for the budget is to have every day operating expenses covered by assessment income, not the fund balance. Bassett explained that this is still a draft as she is waiting on some numbers. She reviewed some changes from the current budget.

Marketing does not have many changes. There is a special project budgeted to help increase social media followers.

Special events has an increase to help cover rising event costs and police detail at most events. The Burger event has been moved to the Marketing budget line. Bassett also shared that sponsor revenue exceeded the budgeted amount.

Maintenance and Capital Improvements budget increased to allow for a new snow removal contract and power washing on N. Old Woodward. The increase will also cover alley improvements and the wayfinding project as one-time capital improvement expenses coming from the fund balance.

Business Development's budget includes more workshops and conference attendance. The budget removes the realtor incentive.

The capital outlay for all committees and projects, including improvements to the BSD office is approximately \$135, 000.

The budget will be presented to the BSD board again in February for a vote. It will then go to City Commission.

#### **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**

### **8. REPORTS**

#### **a. COMMITTEE REPORTS**

##### **SPECIAL EVENTS - KAY**

Kay shared that, despite it being very cold, Santa Walk was a successful event. The committee is looking at options for next year to help keep attendees safe without closing streets. Winter Markt was very well attended. We will request an extra day for set-up on the streets for the 2025 event.

Brook shared that planning for the BRRmingham Blast is progressing well. We are expecting to have eight food trucks. The zip line will once again be an event highlight. We will also have three 30-minute magic shows and two story times.

##### **MARKETING & ADVERTISING - LUNDBERG**

Lundberg reported that the committee had a good brainstorming session with Amy Gill. They discussed using influencers and how to increase social media followers and engagement.

Work is beginning on the website. The project is scheduled for completion by June.

##### **MAINTENANCE/CAPITAL IMPROVEMENTS - LIPARI**

No was meeting held last month.

##### **BUSINESS DEVELOPMENT - MCKENZIE**

McKenzie shared that the committee finalized their proposed recruitment and retention strategy that was presented at last month's meeting. They would like to begin having meetings with property owners. They are also working on window coverings for the old Anthropologie space.

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

No report given.

**b. TOURISM - BASSETT**

No report given.

**c. WAYFINDING - FEHAN**

Fehan reported that the contract with the company producing the gateway signage has been extended.

**d. ADVISORY PARKING COMMITTEE**

Taddei shared that the committee is evaluating how many electric charging stations to install. They will begin with the Chester Structure.

**e. EXECUTIVE DIRECTOR REPORT**

Bassett shared that Eid resigned from the board as of January 1, 2025. She thanked him for his more than seven years of service. She welcomed Sloane Wolf to the board.

Bassett reminded the board that the final budget will be presented at the February board meeting and will then go to City Commission for approval on April 26.

The City's Long Range Planning Session will be held on Saturday, January 25, 2025.

The BSD received a \$2,500 grant for technology. It will be used to help with the website project.

Bassett thanked board members who attended the Tree Lighting event and recognized Brook for all of her efforts on holiday activities and for the time that she dedicated to the BSD in December.

**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**

Pohlod thanks Bassett for her work on the budget.

Hohendorf shared that The Community House is undergoing some reorganization and encouraged board members to attend their public forum on January 22, 2025 to share input.

Bassett asked board members to let her know if they are interested in attending the Chamber's upcoming forecast events.

## 12. ADJOURNMENT – 9:48 A.M.

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

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Amy Pohlod, BSD Board Chair

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Date

DRAFT

# Birmingham Principal Shopping District Board

Voucher List For: 02/06/2025

| Early Release | Vendor                          | Description                                  | Account                                  | Amount    |
|---------------|---------------------------------|----------------------------------------------|------------------------------------------|-----------|
|               | ALLEGRA MARKETING, PRINT, MAIL  | 2024 YEAR IN REVIEW                          | PRINTING & PUBLISHING                    | 470.66    |
|               | ART/DESIGN GROUP LTD            | ARTWORK FOR HOLIDAYS AND BRRMINGHAM BLAST    | MARKETING & ADVERTISING                  | 578.50    |
|               | AUDACY OPERATIONS, INC.         | ADVERTISING FOR WINTER MARKET                | WINTER MARKT                             | 2,099.99  |
|               | BEASLEY MEDIA GROUP, LLC        | ADVERTISING FOR HOLIDAYS AND WINTER MARKET   | HOLIDAY 2024                             | 5,500.00  |
|               | BEIER HOWLETT P.C.              | MISC LEGAL FEES                              | LEGAL SERVICES                           | 49.50     |
|               | BEVERLY HILLS LIONS CLUB        | PORTION OF SANTA HOUSE DONATIONS             | CONTRIBUTIONS TO NON-PROFITS ORGANIZATIO | 835.11    |
|               | BIRMINGHAM EDUCATION FOUNDATION | PORTION OF SANTA HOUSE DONATIONS             | CONTRIBUTIONS TO NON-PROFITS ORGANIZATIO | 1,252.66  |
|               | CARE HOUSE OF OAKLAND COUNTY    | PORTION OF SANTA HOUSE DONATIONS             | CONTRIBUTIONS TO NON-PROFITS ORGANIZATIO | 417.55    |
|               | EAGLE LANDSCAPING & SUPPLY      | FIREWOOD FOR BRRMINGHAM BLAST                | SPECIAL EVENTS                           | 108.00    |
|               | GEOCENTRIC LLC                  | WEBSITE DEVELOPMENT, HOSTING AND MAINTENANCE | WEBSITE DEVELOPMENT, HOSTING AND MAINTEN | 3,200.00  |
|               | H & P PROTECTIVE SERVICES, INC. | SECURITY SERVICES FOR EVENTS                 | SECURITY FOR WINTER MARKET               | 1,652.40  |
|               | JAIMI BROOK                     | SUPPLIES FOR FARMERS MARKET                  | SPECIAL EVENTS                           | 95.61     |
|               | JCC CREATIVE LLC                | SOCIAL MEDIA PHOTOGRAPHY                     | MARKETING & ADVERTISING                  | 500.00    |
|               | KROGER COMPANY                  | MISC SUPPLIES FOR BRRMINGHAM BLAST           | SPECIAL EVENTS                           | 86.95     |
|               | METRO PARENT PUBLISHING GROUP   | ADVERTISING FOR BRRMINGHAM BLAST             | BRRMINGHAM BLAST                         | 750.00    |
|               | MICAH 6 COMMUNITY               | PORTION OF SANTA HOUSE DONATIONS             | CONTRIBUTIONS TO NON-PROFITS ORGANIZATIO | 835.11    |
|               | MICHIGAN RADIO NPR              | ADVERTISING HOLIDAY                          | ADVERTISING                              | 1,500.00  |
|               | MILES PARTNERSHIP LLLP          | WEBSITE HOSTING AND MAINTENANCE              | WEBSITE HOSTING AND MAINTENANCE          | 1,430.00  |
|               | NICK'S MAINTENANCE SERVICE      | SNOW REMOVAL DECEMBER & JANUARY              | SNOW REMOVAL                             | 21,400.00 |
|               | PEGASUS ENTERTAINMENT INC       | VIDEO/AUDIO FOR BRRMINGHAM BLAST             | BRRMINGHAM BLAST                         | 7,973.00  |
|               | RANDYL LEE WAGNER               | MAGICIAN PERFORMANCE AT BRRMINGHAM BLAST     | SPECIAL EVENTS                           | 450.00    |
|               | SIGNS-N-DESIGNS INC             | HOLIDAY SIGNS                                | MARKETING & ADVERTISING                  | 3,293.00  |
|               | SMARTPACK USA                   | SKEWERS FOR BRRMINGHAM BLAST                 | SPECIAL EVENTS                           | 354.75    |
|               | SUNBELT RENTALS INC             | HEATERS FOR WINTER MARKET                    | SPECIAL EVENTS                           | 21,901.20 |
|               | TIME TO PLAY RENTALS            | ZIP LINE AND GAMES FOR BRRMINGHAM BLAST      | ZIP LINE AND GAMES FOR BRRMINGHAM BLAST  | 9,215.00  |

# Birmingham Principal Shopping District Board

Voucher List For: 02/06/2025

| Early Release | Vendor                           | Description                               | Account                    | Amount   |
|---------------|----------------------------------|-------------------------------------------|----------------------------|----------|
|               | TURNER SANITATION, INC           | PORTA POTTIES AND SINK STATION FOR EVENTS | BRRMINGHAM BLAST           | 690.00   |
|               | VISIT DETROIT                    | ANNUAL MEMBERSHIP                         | MEMBERSHIPS AND DUES       | 500.00   |
|               | WDIV/TV4                         | ADVERTISING FOR HOLIDAYS                  | HOLIDAYS                   | 1,750.00 |
|               | WXYZ/TV 7                        | HOLIDAY MEDIA                             | HOLIDAY MEDIA              | 2,276.59 |
| *             | AMAZON CAPITAL SERVICES INC      | MISC OFFICE SUPPLIES                      | OPERATING SUPPLIES         | 75.27    |
| *             | ASSOCIATION FOR CORPORATE GROWTH | ECONOMIC OUTLOOK EVENT                    | CONFERENCES & WORKSHOPS    | 100.00   |
| *             | GO DADDY                         | PURCHASE DOMAIN                           | PRINTING & PUBLISHING      | 4,200.00 |
| *             | HOME DEPOT CREDIT SERVICES       | RETURN LIGHTS FOR WINTER MARKET           | SPECIAL EVENTS             | 79.45    |
| *             | ICSC                             | MEMBERSHIP DUES EXP 12/29/25              | MEMBERSHIPS AND DUES       | 125.00   |
| *             | JUMP DESK                        | INSTALL JUMPDESK ON SHERI'S LAP TOP       | OPERATING SUPPLIES         | 37.09    |
| *             | META/ FACEBOOK                   | BUSINESS ANNIVERSARY POST ON FB           | TENANT RECRUITMENT         | 26.93    |
| *             | MINTED                           | HOLIDAY CARDS                             | PUBLIC RELATIONS           | 285.40   |
| *             | NAME BADGES INC                  | NAME BADGES FOR STAFF AND BOARD           | PUBLIC RELATIONS           | 207.74   |
| *             | TARGET                           | MISC OFFICE SUPPLIES                      | OPERATING SUPPLIES         | 26.49    |
| *             | THRIFTY FLORIST                  | SPONSOR THANK YOU                         | SPECIAL EVENTS             | 244.80   |
| *             | WAHL TENTS                       | TENTS FOR BRRMINGHAM BLAST                | TENTS FOR BRRMINGHAM BLAST | 5,852.05 |
| *             | WAHL TENTS                       | WARMING TENT FOR SANTA HOUSE              | SPECIAL EVENTS             | 1,141.60 |

**Birmingham Principal Shopping District Board****Voucher List For:** 02/06/2025

| Early Release Vendor | Description | Account       | Amount               |
|----------------------|-------------|---------------|----------------------|
|                      |             | <b>Total:</b> | <b>\$ 103,567.40</b> |

**Journal Entries**

|                                                     |           |
|-----------------------------------------------------|-----------|
| Dog Waste Depot - dog bags                          | \$ 399.72 |
| City of Birmingham - Farmers Market final costs     | 6,672.07  |
| City of Birmingham - Winter Markt final costs       | 8,923.27  |
| City of Birmingham - Farmers Market application fee | 165.00    |
| City of Birmingham - Winter Markt application fee   | 165.00    |
| City of Birmingham - Employee parking               | 500.00    |

|                       |           |
|-----------------------|-----------|
| Total Journal Entries | 16,825.06 |
|-----------------------|-----------|

|                                    |               |
|------------------------------------|---------------|
| TOTAL VOUCHERS AND JOURNAL ENTRIES | \$ 120,392.46 |
|                                    | =====         |

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

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

**BIRMINGHAM SHOPPING DISTRICT**  
**PROPOSED FY 2026 BUDGET WITH PLANNING YEARS FY 2027 AND 2028**

|                                  | <u>ACTUAL</u><br><u>FY2024</u> | <u>AMENDED BUDGET</u><br><u>FY2025</u> | <u>PROJECTED</u><br><u>FY2025</u> | <u>PROPOSED</u><br><u>FY2026</u> | <u>PLANNED</u><br><u>FY2027</u> | <u>PLANNED</u><br><u>FY2028</u> |
|----------------------------------|--------------------------------|----------------------------------------|-----------------------------------|----------------------------------|---------------------------------|---------------------------------|
| REVENUES:                        |                                |                                        |                                   |                                  |                                 |                                 |
| SPECIAL ASSESSMENTS              |                                |                                        |                                   |                                  |                                 |                                 |
| FUTURE SPECIAL ASSESSMENTS - PSD |                                | -                                      | -                                 | -                                | 1,214,230                       | 1,314,810                       |
| PSD 2022-2023                    | 27,112                         | -                                      | -                                 | -                                | -                               | -                               |
| PSD 2023-2024                    | 1,146,146                      | 59,550                                 | 63,730                            | -                                | -                               | -                               |
| PSD 2024-2025                    |                                | 1,143,160                              | 1,143,160                         | 69,720                           | -                               | -                               |
| PSD 2025-2026                    |                                | -                                      | -                                 | 1,184,350                        | 71,680                          | -                               |
| SPECIAL ASSESSMENT INTEREST      | 617                            | -                                      | -                                 | -                                | -                               | -                               |
| TOTAL SPECIAL ASSESSMENTS        | 1,173,876                      | 1,202,710                              | 1,206,890                         | 1,254,070                        | 1,285,910                       | 1,314,810                       |
| LOCAL CONTRIBUTIONS              |                                | -                                      |                                   |                                  |                                 |                                 |
| OAKLAND COUNTY                   | 1,000                          | -                                      |                                   |                                  |                                 |                                 |
| CHARGES FOR SERVICES             |                                |                                        |                                   |                                  |                                 |                                 |
| CHARGES TO AUTO PARKING SYSTEM   | 25,000                         | 25,000                                 | 25,000                            | 25,000                           | 25,000                          | 25,000                          |
| INTEREST & RENT                  |                                |                                        |                                   |                                  |                                 |                                 |
| INVESTMENT INCOME                | 63,511                         | 36,000                                 | 48,000                            | 46,900                           | 50,000                          | 50,000                          |
| OTHER REVENUE                    |                                |                                        |                                   |                                  |                                 |                                 |
| CONTR FROM PRIVATE SOURCE        | 235,644                        | 230,000                                | 230,000                           | 230,000                          | 240,000                         | 240,000                         |
| SUNDRY & MISCELLANEOUS           | 239                            | -                                      | -                                 | -                                | -                               | -                               |
| TOTAL OTHER REVENUE              | 235,883                        | 230,000                                | 230,000                           | 230,000                          | 240,000                         | 240,000                         |
| TOTAL REVENUES                   | 1,499,269                      | 1,493,710                              | 1,509,890                         | 1,555,970                        | 1,600,910                       | 1,629,810                       |
| EXPENDITURES                     |                                |                                        |                                   |                                  |                                 |                                 |
| DOWNTOWN MAINTENANCE             |                                |                                        |                                   |                                  |                                 |                                 |
| SALARIES & WAGES                 |                                |                                        |                                   |                                  |                                 |                                 |
| SALARIES & WAGES DIRECT          | 53,328                         | 39,370                                 | 84,000                            | 60,300                           | 61,020                          | 61,020                          |
| OVERTIME PAY                     | 24,709                         | 24,730                                 | 29,000                            | 30,180                           | 31,240                          | 32,330                          |

**BIRMINGHAM SHOPPING DISTRICT**  
**PROPOSED FY 2026 BUDGET WITH PLANNING YEARS FY 2027 AND 2028**

|                                  | ACTUAL<br><u>FY2024</u> | AMENDED BUDGET<br><u>FY2025</u> | PROJECTED<br><u>FY2025</u> | PROPOSED<br><u>FY2026</u> | PLANNED<br><u>FY2027</u> | PLANNED<br><u>FY2028</u> |
|----------------------------------|-------------------------|---------------------------------|----------------------------|---------------------------|--------------------------|--------------------------|
| LONGEVITY                        | 123                     | 170                             | 190                        | 200                       | 200                      | 200                      |
| TOTAL SALARIES                   | 78,161                  | 64,270                          | 113,190                    | 90,680                    | 92,460                   | 93,550                   |
| FRINGE BENEFITS                  |                         |                                 |                            |                           |                          |                          |
| FICA                             | 5,814                   | 4,920                           | 8,600                      | 6,940                     | 7,080                    | 7,160                    |
| HOSPITALIZATION                  | 14,658                  | 10,740                          | 22,000                     | 19,250                    | 20,190                   | 21,170                   |
| LIFE INSURANCE                   | 262                     | 170                             | 380                        | 250                       | 250                      | 250                      |
| RETIREE HEALTH CARE CONTRIBUTION | 4,340                   | 4,230                           | 5,000                      | 540                       | 540                      | 540                      |
| DENTAL/OPTICAL                   | 896                     | 610                             | 1,400                      | 1,360                     | 1,470                    | 1,590                    |
| ST/LT DISABILITY INSURANCE       | 654                     | 600                             | 980                        | 850                       | 870                      | 880                      |
| WORKER'S COMPENSATION            | 1,456                   | 1,160                           | 2,100                      | 1,790                     | 1,810                    | 1,820                    |
| RETIREMENT (DB) ER CNTB          | 8,589                   | 7,700                           | 8,900                      | 9,480                     | 9,480                    | 9,480                    |
| HRA CONTRIBUTIONS                | 60                      | 70                              | 140                        | 70                        | 70                       | 70                       |
| RETIREMENT DEFINED CONTRIBUTIONS | 6,247                   | 5,400                           | 9,500                      | 7,980                     | 8,150                    | 8,260                    |
| RET HLTH SVGS CONTR EMPLR        | 1,636                   | 670                             | 2,600                      | 1,480                     | 1,480                    | 1,480                    |
| TOTAL FRINGE BENEFITS            | 44,611                  | 36,270                          | 61,600                     | 49,990                    | 51,390                   | 52,700                   |
| OTHER CHARGES                    |                         |                                 |                            |                           |                          |                          |
| EQUIPMENT RENTAL OR LEASE        | 31,604                  | 36,190                          | 36,190                     | 37,100                    | 38,030                   | 39,170                   |
| TOTAL DOWNTOWN MAINTENANCE       | 154,376                 | 136,730                         | 210,980                    | 177,770                   | 181,880                  | 185,420                  |
| PRINCIPAL SHOPPING DISTRICT      |                         |                                 |                            |                           |                          |                          |
| SALARIES & WAGES                 |                         |                                 |                            |                           |                          |                          |
| SALARIES & WAGES DIRECT          | 292,831                 | 321,420                         | 321,420                    | 347,040                   | 347,040                  | 347,040                  |
| OVERTIME PAY                     | 1,177                   | 1,500                           | 1,500                      | 1,600                     | 1,700                    | 1,800                    |
| TOTAL SALARIES AND WAGES         | 294,007                 | 322,920                         | 322,920                    | 348,640                   | 348,740                  | 348,840                  |
| FRINGE BENEFITS                  |                         |                                 |                            |                           |                          |                          |
| FICA                             | 21,926                  | 24,590                          | 24,590                     | 26,680                    | 26,680                   | 26,690                   |
| HOSPITALIZATION                  | 47,478                  | 70,710                          | 70,710                     | 57,140                    | 59,470                   | 61,920                   |

**BIRMINGHAM SHOPPING DISTRICT**  
**PROPOSED FY 2026 BUDGET WITH PLANNING YEARS FY 2027 AND 2028**

|                                  | ACTUAL<br><u>FY2024</u> | AMENDED BUDGET<br><u>FY2025</u> | PROJECTED<br><u>FY2025</u> | PROPOSED<br><u>FY2026</u> | PLANNED<br><u>FY2027</u> | PLANNED<br><u>FY2028</u> |
|----------------------------------|-------------------------|---------------------------------|----------------------------|---------------------------|--------------------------|--------------------------|
| LIFE INSURANCE                   | 732                     | 580                             | 580                        | 610                       | 610                      | 610                      |
| RETIREE HEALTH CARE CONTRIBUTION | 5,164                   | 6,540                           | 6,540                      | -                         | -                        | -                        |
| DENTAL/OPTICAL                   | 1,142                   | 1,470                           | 1,470                      | 1,680                     | 1,820                    | 1,960                    |
| ST/LT DISABILITY INSURANCE       | 784                     | 1,050                           | 1,050                      | 1,100                     | 1,100                    | 1,100                    |
| WORKER'S COMPENSATION            | 930                     | 1,190                           | 1,190                      | 1,290                     | 1,290                    | 1,300                    |
| RETIREMENT (DB) ER CNTB          | 9,058                   | 8,860                           | 8,860                      | 12,610                    | 12,610                   | 12,610                   |
| RETIREMENT DEFINED CONTRIBUTIONS | 8,274                   | 10,460                          | 10,460                     | 10,940                    | 10,940                   | 10,940                   |
| RET HLTH SVGS CONTR EMPLR        | 1,445                   | 1,830                           | 1,830                      | 1,820                     | 1,820                    | 1,820                    |
| TOTAL FRINGE BENEFITS            | 96,932                  | 127,280                         | 127,280                    | 113,870                   | 116,340                  | 118,950                  |
| SUPPLIES                         |                         |                                 |                            |                           |                          |                          |
| POSTAGE                          | -                       | 1,000                           | 500                        | 500                       | 500                      | 500                      |
| OPERATING SUPPLIES               | 1,093                   | 3,500                           | 3,500                      | 3,500                     | 3,500                    | 3,500                    |
| TOTAL SUPPLIES                   | 1,093                   | 4,500                           | 4,000                      | 4,000                     | 4,000                    | 4,000                    |
| OTHER CHARGES                    |                         |                                 |                            |                           |                          |                          |
| LEGAL SERVICES                   | 4,166                   | 3,000                           | 3,000                      | 4,500                     | 4,500                    | 4,500                    |
| AUDIT                            | 801                     | 740                             | 750                        | 800                       | 860                      | 920                      |
| OTHER CONTRACTUAL SERVICE        | 3,000                   | 50,000                          | 29,730                     | 10,000                    | -                        | -                        |
| SNOW REMOVAL CONTRACT            | 64,200                  | 80,000                          | 80,000                     | 83,000                    | 83,000                   | 83,000                   |
| WEB SITE MAINTENANCE             | 14,300                  | 30,100                          | 21,500                     | 10,000                    | 10,000                   | 10,000                   |
| TELEPHONE                        | 1,518                   | 1,750                           | 1,750                      | 1,750                     | 1,750                    | 1,750                    |
| MARKETING & ADVERTISING          | 142,389                 | 191,597                         | 165,760                    | 200,750                   | 165,750                  | 165,750                  |
| PUBLIC RELATIONS                 | 5,786                   | 13,500                          | 22,100                     | 11,000                    | 11,000                   | 11,000                   |
| TENANT RECRUITMENT               | 30,677                  | 101,358                         | 60,000                     | 65,000                    | 65,000                   | 65,000                   |
| SPECIAL EVENTS                   | 266,292                 | 259,050                         | 279,500                    | 301,000                   | 315,980                  | 331,700                  |
| PRINTING & PUBLISHING            | 44,174                  | 67,500                          | 60,500                     | 61,000                    | 61,000                   | 61,000                   |
| EQUIPMENT MAINTENANCE            | 1,489                   | 1,200                           | 1,200                      | 1,500                     | 1,500                    | 1,500                    |
| MAINTENANCE SHOPPING DIST        | 81,905                  | 87,575                          | 82,050                     | 205,740                   | 92,290                   | 93,840                   |
| COMPUTER EQUIPMENT RENTAL        | 36,980                  | 44,630                          | 44,630                     | 49,090                    | 54,000                   | 58,400                   |
| BUILDING OR FACILITY RENT        | 12,000                  | 12,000                          | 12,000                     | 12,000                    | 12,000                   | 12,000                   |
| TRAINING                         | 2,209                   | 3,000                           | 3,000                      | 3,000                     | 3,000                    | 3,000                    |

**BIRMINGHAM SHOPPING DISTRICT**  
**PROPOSED FY 2026 BUDGET WITH PLANNING YEARS FY 2027 AND 2028**

|                                        | ACTUAL<br><u>FY2024</u>     | AMENDED BUDGET<br><u>FY2025</u> | PROJECTED<br><u>FY2025</u>  | PROPOSED<br><u>FY2026</u>   | PLANNED<br><u>FY2027</u>    | PLANNED<br><u>FY2028</u>    |
|----------------------------------------|-----------------------------|---------------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| MEMBERSHIPS AND DUES                   | 1,904                       | 3,000                           | 3,000                       | 3,000                       | 3,000                       | 3,000                       |
| CONFERENCES & WORKSHOPS                | 4,402                       | 5,000                           | 5,000                       | 5,000                       | 5,000                       | 5,000                       |
| EMPLOYEE PARKING                       | 2,000                       | 4,730                           | 6,000                       | 6,000                       | 6,000                       | 6,000                       |
| LIABILITY INSURANCE                    | <u>4,970</u>                | <u>5,170</u>                    | <u>5,170</u>                | <u>5,380</u>                | <u>5,600</u>                | <u>5,820</u>                |
| TOTAL OTHER CHARGES                    | 725,162                     | 964,899                         | 886,640                     | 1,039,510                   | 901,230                     | 923,180                     |
| <br>TOTAL PRINCIPAL SHOPPING DISTRICT  | <br><u>1,117,194</u>        | <br><u>1,419,599</u>            | <br><u>1,340,840</u>        | <br><u>1,506,020</u>        | <br><u>1,370,310</u>        | <br><u>1,394,970</u>        |
| <br>TOTAL EXPENDITURES                 | <br><u>1,271,570</u>        | <br><u>1,556,329</u>            | <br><u>1,551,820</u>        | <br><u>1,683,790</u>        | <br><u>1,552,190</u>        | <br><u>1,580,390</u>        |
| <br>REVENUES OVER (UNDER) EXPENDITURES | <br>227,699                 | <br>(62,619)                    | <br>(41,930)                | <br>(127,820)               | <br>48,720                  | <br>49,420                  |
| <br>BEGINNING FUND BALANCE             | <br><u>1,352,592</u>        | <br><u>1,580,291</u>            | <br><u>1,580,291</u>        | <br><u>1,538,361</u>        | <br><u>1,410,541</u>        | <br><u>1,459,261</u>        |
| <br>ENDING FUND BALANCE                | <br><u><u>1,580,291</u></u> | <br><u><u>1,517,672</u></u>     | <br><u><u>1,538,361</u></u> | <br><u><u>1,410,541</u></u> | <br><u><u>1,459,261</u></u> | <br><u><u>1,508,681</u></u> |

# YEAR-END MARKETING REPORT



## JANUARY 1 - DECEMBER 31, 2024

Campaigns: BRRmingham Blast, Spring Stroll, Farmers Market, Movie Nights, DOTT, Cruise Event, Art Walk, BirminghamBURGER, Holiday, WinterMarkt, General



## TOTAL BUDGET: ~\$141,250

Print, Digital, Broadcast, Social Media, Signage



## IMPRESSIONS: ~13,900,000

- Notable partners: Beasley Media, iHeart Media, WXYZ, WDIV, HOUR, Bureau Detroit
- Print Ads: 16, Digital Ads: 36, Radio Scripts: 5, TV Spots: 9, Social Influencers: 3, Videos: 12, Print Guides (Holiday and Spring Fashion): 3, Press Releases : 11, Photoshoots: 20+, Articles/Interviews: 10+



## SOCIAL MEDIA PERFORMANCE

- BSD Social Media: 703,100 reach (+69%), 47,900 profile views (+8%), 1,150 net new Facebook followers (-25%), 1,000 net new Instagram followers
- FM Social Media: 78,600 reach, 35,900 profile visits (+16%), 872 net new Facebook followers (+21%), 1,000 net new Instagram followers



## WEBSITE PERFORMANCE

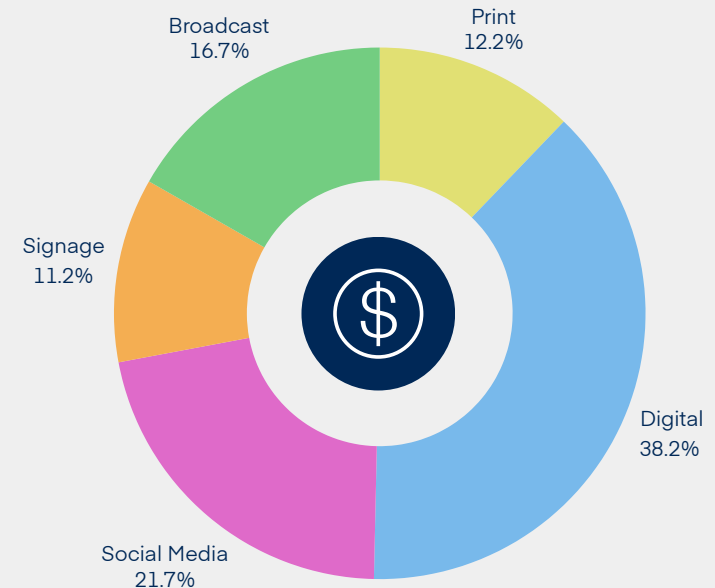
- 286,720 views (+14%), 0:42 engagement time. Top five pages: calendar, home, Farmers Market, Winter Markt, shop, dine
- Conversions: 24,682 partner referrals (+18%), 806 email sign-ups (+25%).



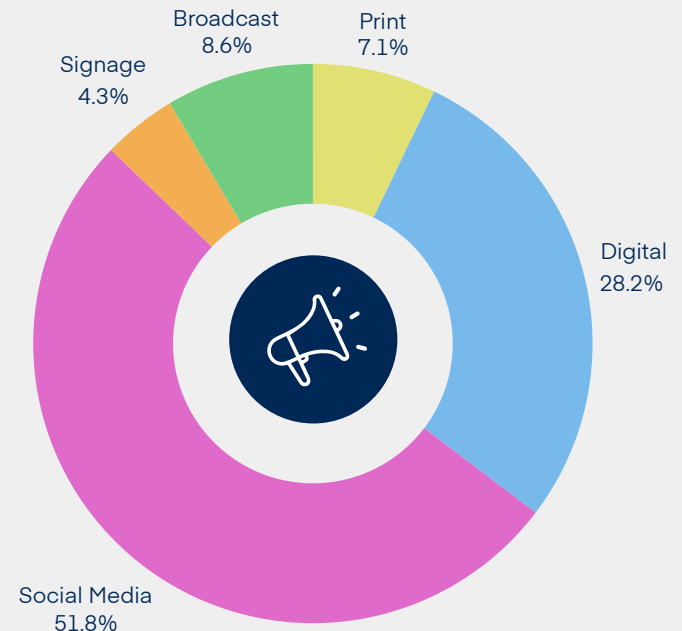
## HIGHLIGHTS

- YOY increases in social media engagement and website traffic attributed to new events, digital advertising volume/shift and new tactics including retargeting, google business profile, social media influencers, etc.

## ADVERTISING SPEND



## ADVERTISING IMPRESSIONS



**ZIP IN TO DOWNTOWN BIRMINGHAM!**



**BRRmirmingham  
BLAST EVENT**

**January 27**

- Zip Line • Food Trucks
- Marshmallow Roasting
- Activities • Retail Sales

**BIRMINGHAM  
SHOPPING DISTRICT**

**FREE 2-HR PARKING IN DECKS**



**BIRMINGHAM  
FARMERS MARKET**

**EVERY SUNDAY  
MAY 5 THRU OCT. 27  
9 AM - 2 PM**

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



[ALLNBirmingham.com/farmersmarket](http://ALLNBirmingham.com/farmersmarket)

**660 N. OLD WOODWARD**

**SPONSORS**




**WHO HAS THE BEST  
BURGER IN TOWN?**



Top-rated chefs from participating restaurants have created mouth-watering concoctions to compete for bragging rights to the best burger in Birmingham. From October 1-31, visit participating restaurants to try the burgers and vote for your favorites. Visit [ALLNBirmingham.com/burger](http://ALLNBirmingham.com/burger) for details.

**BIRMINGHAM  
SHOPPING DISTRICT**

[BIRMINGHAM SHOPPING DISTRICT](https://www.facebook.com/BIRMINGHAMSHOPPINGDISTRICT) [@BHAMSHOPPING](https://www.instagram.com/BHAMSHOPPING)



**BIRMINGHAM  
HOLIDAY EVENTS**

**2024**

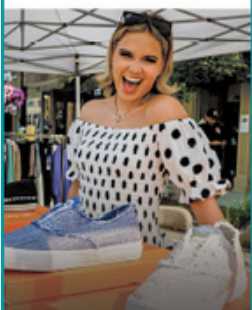
- \* Small Business Saturday & Santa Walk\* • 11/30
- \* Winter Markt & Tree Lighting • 12/6 - 12/8
- \* Santa House\* & Carriage Rides • Weekends
- \* Complimentary Refreshments • 11/30, 12/14 & 12/21



[ALLNBirmingham.com/events](http://ALLNBirmingham.com/events)

**2-hour free parking in decks**

**BIRMINGHAM  
UPSCALE ON SALE**



**DAY ON THE TOWN**

**SATURDAY  
JULY 27  
9AM - 5PM**

**FREE PARKING  
IN DECKS**

*"The retail event  
of the year!"*



**Special Events Committee Meeting Minutes**  
**151 Martin Street, Conference Rooms 202 & 203**  
**January 10, 2025, 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, S. Bahnsen

**Guests:** None

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

**Approval of Minutes:** Motion by Fehan seconded by Lilley to approve the minutes dated December 13, 2024. All ayes. Motion approved.

**Public Comment:** None

**Holiday Activities Wrap-Up**

The Committee discussed holiday activities. Santa House and carriage rides went well. It worked well to have some days by appointment and some days walk-up for Santa visits.

Shoppers enjoyed the hot chocolate, roasted chestnuts, and churros offered on Saturdays. Las Conchas did a good job on short notice replacing Daxton Hotel. We may want to schedule them again next year.

A suggestion was made to look into LocalHop for sign-ups as the library uses that service.

**BRRmingham Blast**

Brook reported that she is finalizing 8 food trucks for the BRRmingham Blast event.

The zip line and other activities are all booked. There will be three 30-minute magic shows and two story times. Volunteers are scheduled for marshmallow roasting and helping with waivers, axe throwing, and the slap shot games.

**2025 Events**

**Farmers Market**

The committee discussed a possible increase in price for vendor spaces as there has not been a price increase in many years – maybe since the FM began.

Motion by Hussey, seconded by Lipari to increase the cost of a 10'x10' vendor space to \$40 per week. All ayes. Motion approved.

**Movie Nights**

Brook updated the committee that it now looks like improvements to Booth Park will not be made until 2026. Therefore, Movie Nights will be able to be held in Booth Park this year. Just in case the timeline gets moved up, Brook will include both Booth Park and Shain Park as options in the special event application.

**Spring Stroll**

Planning is beginning for the Spring Stroll event. It will have the same format as last year.

Meeting adjourned at 9:55 a.m.

**NEXT MEETING: Friday, March 7, 2025, at 8:30 a.m.**

## **Marketing and Advertising Committee Meeting Minutes**

**151 Martin Street, Commission Room**

**January 8, 2025**

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

**Absent:** B. Bouscher, E. Miller, J. Sloan

### **Approval of Minutes:**

Motion by Kay seconded by Lundberg, to approve the minutes dated December 11, 2024. All ayes, motion approved.

**Public Comment:** None

### **SEEN Influencer Project Brainstorm:**

Amy Gill with SEEN Media Group presented to the committee and provided a list of 24 influencers to consider. The influencer project is intended to increase BSD brand visibility, increase traffic to the website, and increase followers and engagement on social media platforms.

Bassett to email committee members a revised list of influencers with the additions discussed. Bassett to receive and consolidate committee member selections to present at the February meeting. This project is anticipated to conclude in June 2025.

### **Website Update:**

Bassett shared that the kick-off meeting with GeoCentric commenced and she will meet with them bi-weekly and share any insights with the committee along the way. The project is anticipated to conclude in June 2025.

The meeting ended at 9:47 a.m.

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

**Maintenance/Capital Improvement Committee Meeting Minutes**  
**151 Martin Street Conference Rooms 202 & 203**  
**January 21, 2025**

**Members in Attendance:** Sarvy Lipari (Chair), Amy Pohlod, Steve Quintal, Michele Taddei, Doug Fehan  
**Members Absent:** Bill Roberts  
**Staff Present:** Erika Bassett, Melinda Comerford, Brad McNab, Carrie Laird, Brendan McGaughey  
**Guests:** None

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

**Approval of Minutes:** Motion by Fehan, seconded by Quintal, to approve the minutes dated November 12, 2024. All ayes, motion passed.

**Public Comment:** No public comment.

**Snow Removal RFP**

The committee discussed and reviewed the RFP. The BSD staff will make necessary edits and send back to DPS for review before sending to Mary.

**Alley Discussion**

- Pierce and West Maple Alley Bassett stated that she is still working on finding property owner contact information so we can move forward with the installation of the lights.
- Bassett reported that she was meeting with Planning Director Dupuis day regarding a possible grant opportunity for Willits alley.

The meeting adjourned at 9:40 a.m.

**Next Meeting:** Tuesday, February 11, 2025, at 8:30 a.m.

**Business Development Committee Meeting Minutes**  
**151 Martin Street, Conference Room 202**  
**January 28, 2025, at 8:30 a.m.**

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

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

**Approval of Minutes:** Motion by Quintal, seconded by Sharrack, to approve the minutes from December 16, 2024. All ayes. Motion passed.

**Budget**

The committee reviewed the budget for FYE2026.

**Business Recruitment and Retention**

- **Quarterly Timeline/Benchmarks:** First quarter actions will be focused on meeting with committee-identified key property owners. Thomas and Sharrak to facilitate meetings.
- **Target Categories/List:** Committee to make updates and comments on the current list to be reviewed at the February meeting. BSD staff to research real estate/decision maker contacts within the target businesses.
- **Marketing Materials:** Bassett presented the marketing materials to the committee. These materials will be presented to property owners to determine what additional materials are needed and how best to distribute the content.
- **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**

- **Conferences:** Bassett presented upcoming conferences. The committee agreed that targeting the annual Main Street Conference and the ICSC Vegas Conference would be beneficial.
- **Window Coverings:** Bassett reported that BSD staff is awaiting communication from the property owner.
- **Merchant Meetings/Workshops:** Bassett reported that Keep it Real Social is scheduled for February 6-7. The 2025 merchant meeting schedule is in development.

Meeting adjourned at 9:37 a.m.

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

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

**FEBRUARY 2025**

**Office Occupancy Rate 88%**

**Retail Occupancy Rate 98%**

| <b>Name of Business</b>      | <b>Property Address</b> | <b>Street Name</b>         | <b>Notes</b>        | <b>Date of notification</b> | <b>Scheduled to Open/Moved/Opened in last 12 months</b> |
|------------------------------|-------------------------|----------------------------|---------------------|-----------------------------|---------------------------------------------------------|
| Le Pecora Nera               | 135                     | Pierce Street              | Deli                | 01/21/25                    | Scheduled to Open                                       |
| Pure Glow                    | 282                     | Maple Road, West           | Salon               | 10/29/24                    | Scheduled to Open                                       |
| RH Gallery                   | 300                     | Old Woodward, South        | Home Furnishings    | 10/29/24                    | 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                                       |
| Daycap                       | 930                     | Maple Road, East           | Deli                | 01/22/25                    | Opened                                                  |
| Jeffrey Floral Architecture  | 110                     | Old Woodward, South        | Specialty Retailers | 01/21/25                    | Opened                                                  |
| Marrow                       | 283                     | Hamilton Row               | Deli                | 01/21/25                    | Opened                                                  |
| Terra Kitchen & Cocktails    | 260                     | Old Woodward, North        | Dining              | 01/21/25                    | Opened                                                  |
| MATTHILDUR X MARK KELLER     | 227                     | Old Woodward, South        | Apparel - Women     | 01/21/25                    | Opened                                                  |
| Wilder's                     | 460                     | Parkview                   | Dining              | 12/16/24                    | Opened                                                  |
| Sophia Jewelers              | 123                     | Maple Road, West           | Jeweler             | 12/09/24                    | Opened                                                  |
| Flute World                  | 1050                    | Webster Street             | Specialty Retailers | 12/09/24                    | Opened                                                  |
| Icon Anti-Aging & Aesthetics | 110                     | Old Woodward, South        | Medical             | 12/09/24                    | Opened                                                  |
| Bell Bistro                  | 185                     | Old Woodward, North        | Dining              | 11/06/24                    | Opened                                                  |
| 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                                                  |

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

**FEBRUARY 2025**

**Office Occupancy Rate 88%**

**Retail Occupancy Rate 98%**

| <b>Name of Business</b>            | <b>Property Address</b> | <b>Street Name</b>             | <b>Notes</b>              | <b>Date of notification</b> | <b>Scheduled to Open/Moved/Opened in last 12 months</b> |
|------------------------------------|-------------------------|--------------------------------|---------------------------|-----------------------------|---------------------------------------------------------|
| Birmingham Psychic Crystal Gallery | 534                     | Old Woodward, North            | Specialty Retailers       | 06/25/24                    | Opened                                                  |
| 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                                                  |
|                                    |                         |                                |                           |                             |                                                         |
|                                    |                         |                                |                           |                             |                                                         |
|                                    |                         |                                |                           |                             |                                                         |

## Executive Committee Meeting Minutes

Birmingham City Hall, 151 Martin Street, Conference Room 202

January 30, 2025, at 8:30 a.m.

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

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

**Approval of Minutes:** Motion by Kay, seconded by Ecker, to approve the minutes dated December 18, 2024. All ayes. Motion passed.

**Public Comment:** None

### Board Anticipated Action Items & Presentations

- **FYE2026 Budget:** The committee reviewed the budget. Bassett advised that some of the line items entered by Finance and the Department of Public Services are still under review.
- **2024 Year End Marketing Report:** Bassett presented the report, noting that metrics were all moving in a positive direction, noting that impressions were nearly 1.5 million above projections.

### Updates:

- **Committees:** Kay, Bassett and McKenzie provided committee updates to the group.
- **Assessment:** Bassett reported that the assessment was mailed this week.
- **Snow Removal RFP:** Bassett advised that the RFP draft has been distributed to DPS for their review and will move on for legal review after that.

### Ongoing:

- **Vacant Board Position:** Bassett advised that one position is currently vacant on the BSD Board.

Meeting adjourned at 9:27 a.m.

**NEXT MEETING: Wednesday, February 26, 2025, at 8:30 a.m.**

# FREE PARKING REPORT

## November 2024

| GARAGE        | TOTAL CARS    | FREE CARS     | CASH REVENUE        | % FREE |
|---------------|---------------|---------------|---------------------|--------|
| CHESTER       | 4,527         | 2,319         | \$13,378.00         | 51%    |
| OLD WOODWARD  | 11,210        | 6,117         | \$31,098.00         | 55%    |
| PARK          | 17,542        | 8,407         | \$52,432.00         | 48%    |
| PEABODY       | 20,469        | 12,439        | \$38,896.00         | 61%    |
| PIERCE        | 20,493        | 8,988         | \$69,756.00         | 44%    |
| <b>TOTALS</b> | <b>74,241</b> | <b>38,270</b> | <b>\$205,560.00</b> |        |

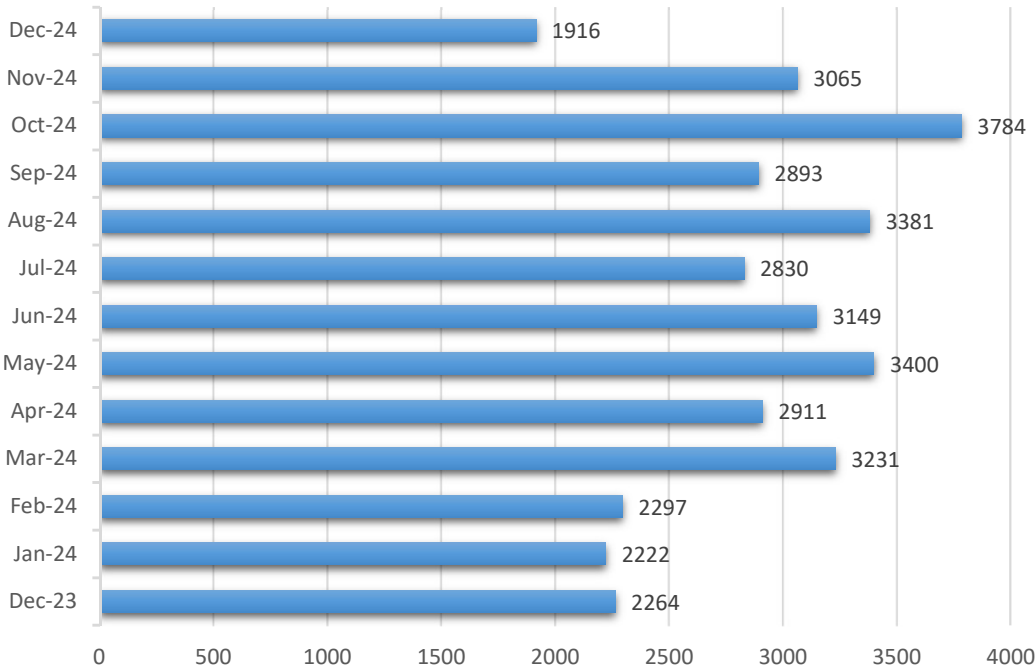
| Paying cars | Rate per |
|-------------|----------|
| 2,208       | \$6.06   |
| 5,093       | \$6.11   |
| 9,135       | \$5.74   |
| 8,030       | \$4.84   |
| 11,505      | \$6.06   |

## December 2024

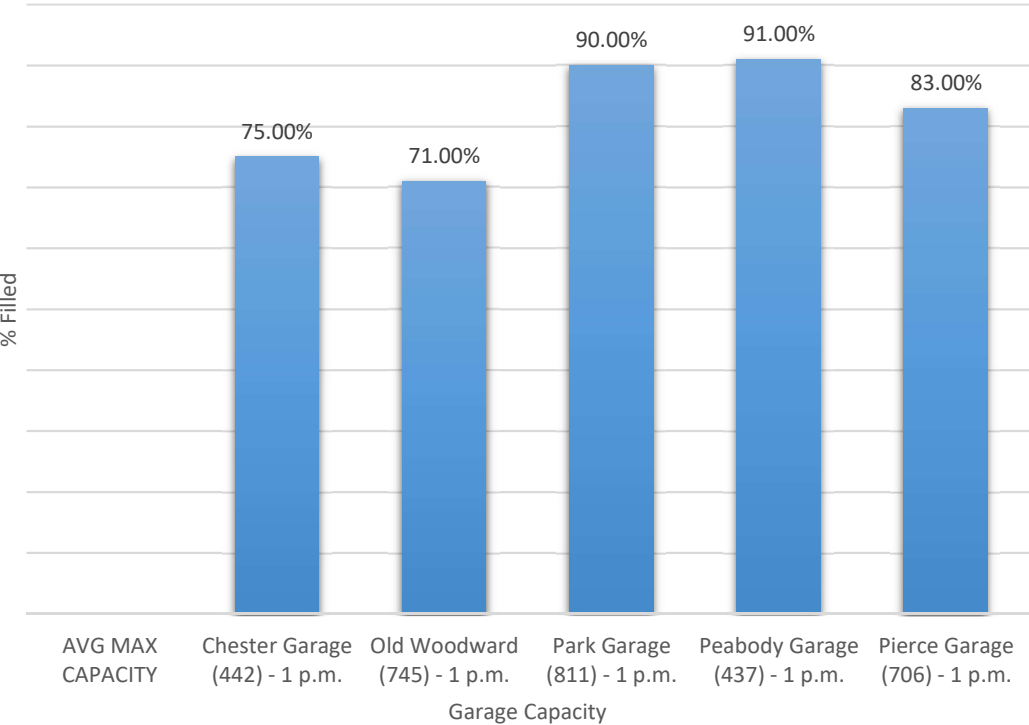
| GARAGE        | TOTAL CARS    | FREE CARS     | CASH REVENUE        | % FREE |
|---------------|---------------|---------------|---------------------|--------|
| CHESTER       | 6,199         | 3,250         | \$18,194.00         | 52%    |
| OLD WOODWARD  | 13,436        | 7,096         | \$56,752.00         | 53%    |
| PARK          | 21,381        | 10,484        | \$59,644.00         | 49%    |
| PEABODY       | 26,426        | 16,011        | \$48,394.00         | 61%    |
| PIERCE        | 25,273        | 11,211        | \$83,740.00         | 44%    |
| <b>TOTALS</b> | <b>92,715</b> | <b>48,052</b> | <b>\$266,724.00</b> |        |

| Paying cars | Rate per |
|-------------|----------|
| 2,949       | \$6.17   |
| 6,340       | \$8.95   |
| 10,897      | \$5.47   |
| 10,415      | \$4.65   |
| 14,062      | \$5.96   |

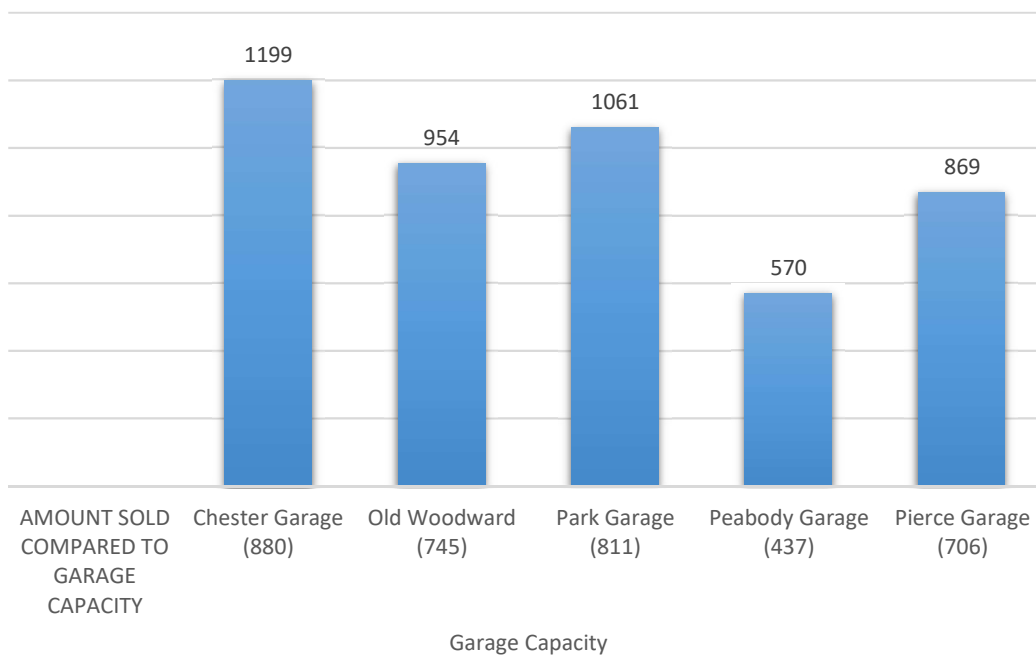
# TOTAL CITATIONS ISSUED



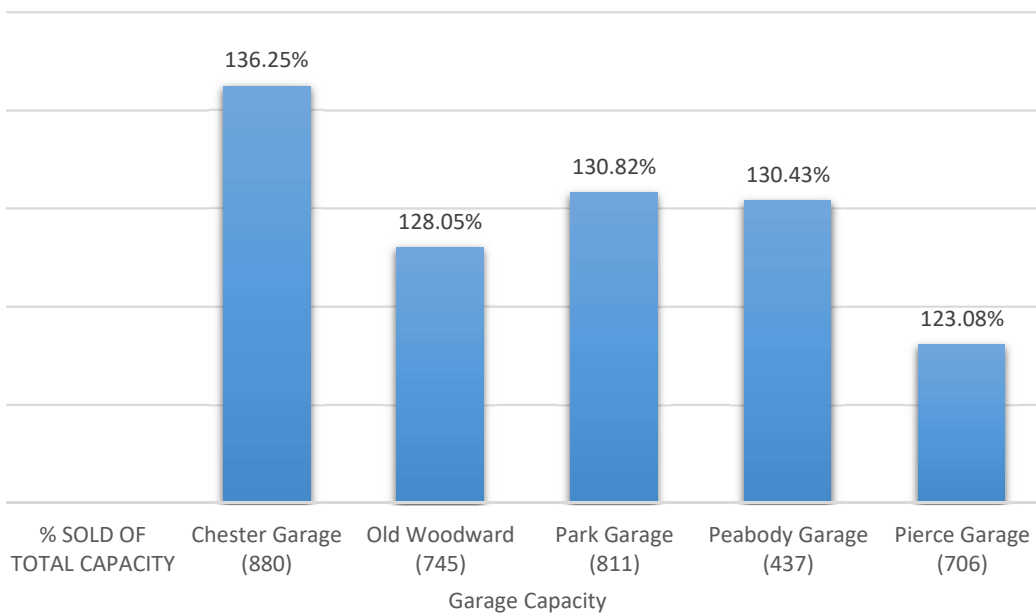
# DECEMBER AVG WEEKLY MAX CAPACITY



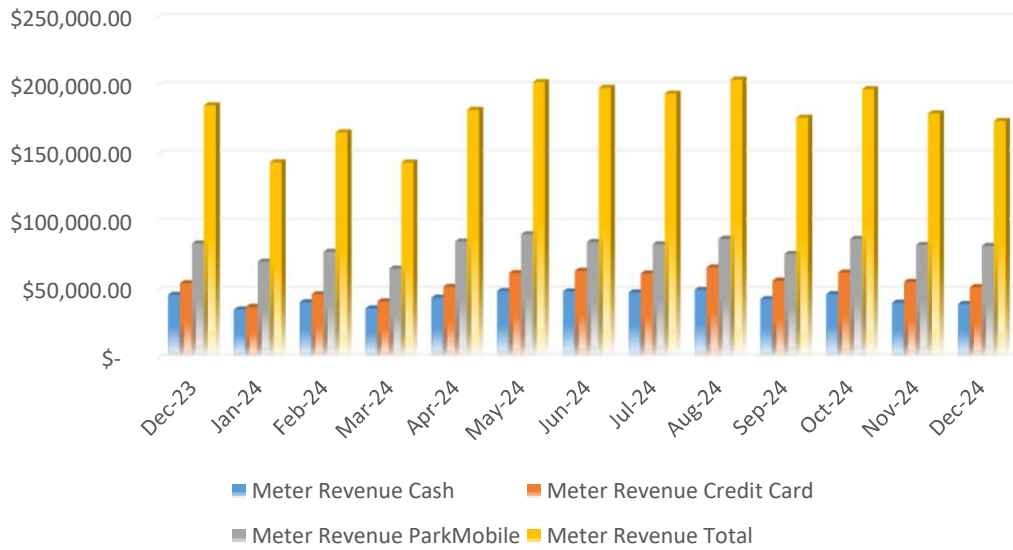
## DECEMBER 2024 MONTHLY PERMITS SOLD



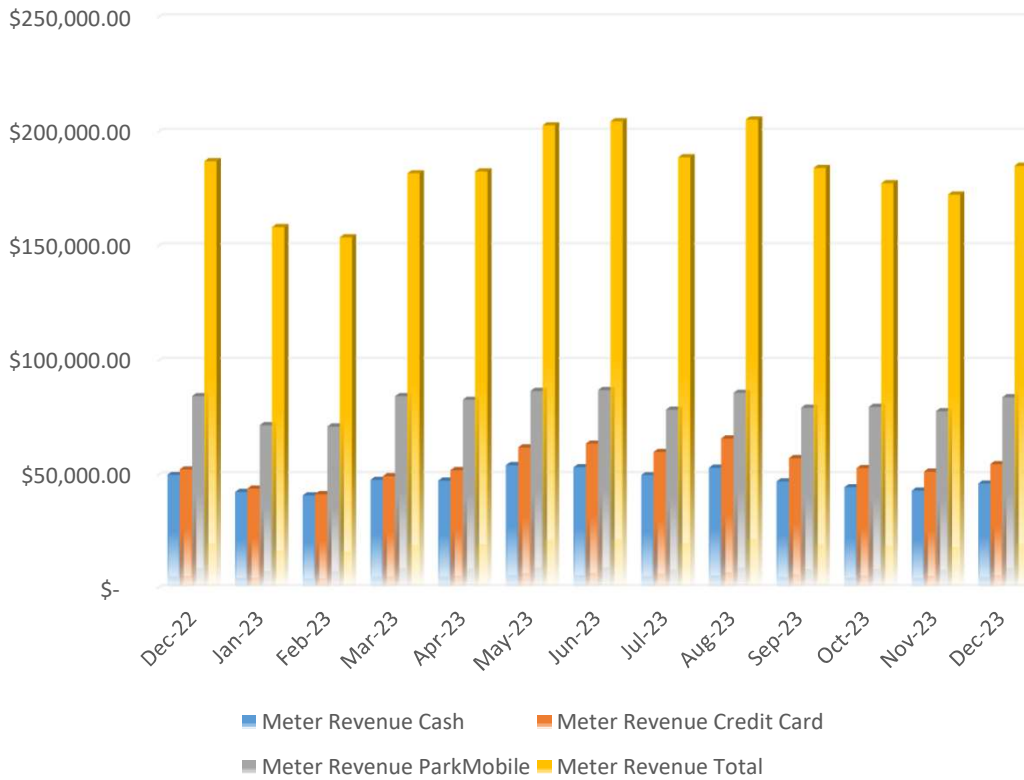
## DECEMBER 2024 % OF MONTHLY PASSES COMPARED TO GARAGE CAPACITY

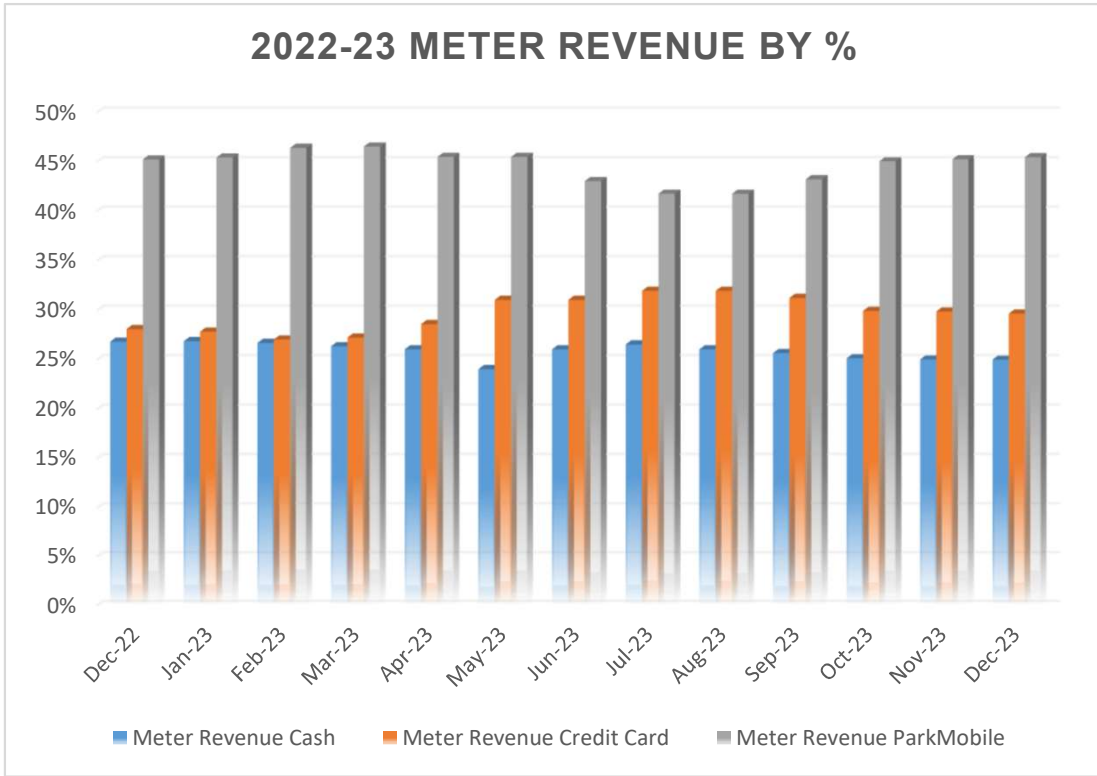
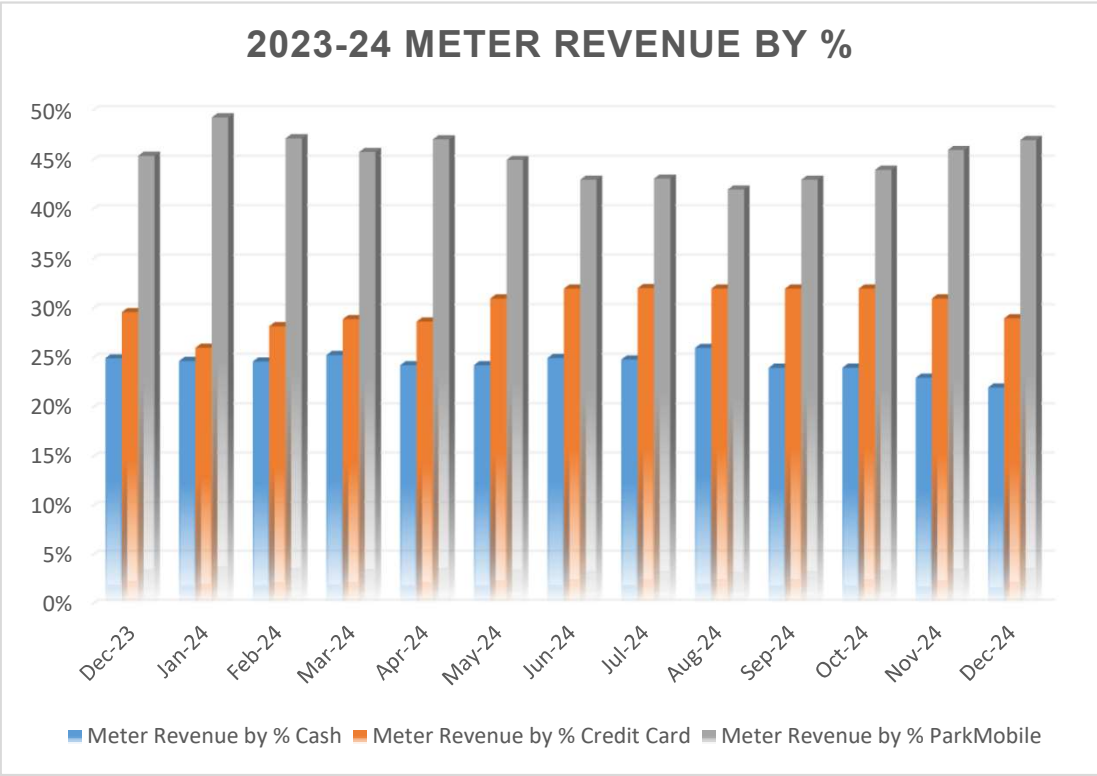


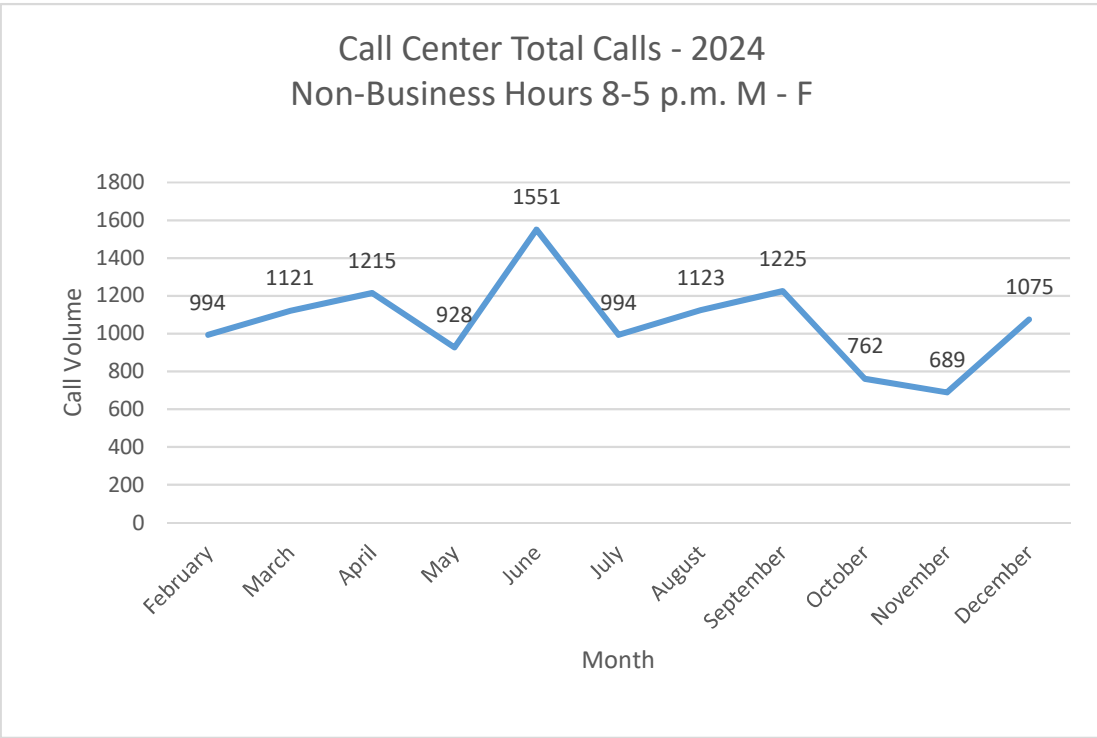
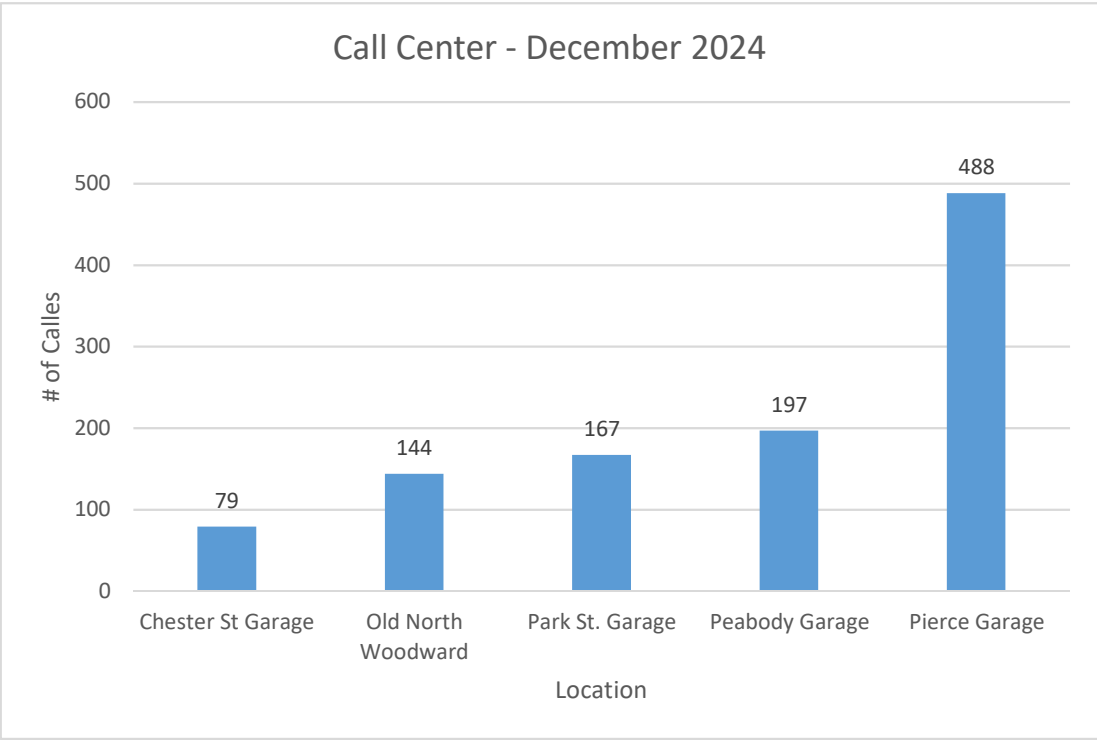
## METER REVENUE BY AMOUNT 2023-24



## METER REVENUE BY AMOUNT 2022-23







# CITY BOARD/COMMITTEE ATTENDANCE RECORD

Name of Board:        Birmingham Shopping District

Year:    2025

Members Required for Quorum:        7

| MEMBER NAME            | JAN | FEB | MAR | APR | MAY | JUNE | JULY | AUG | SEPT | OCT | NOV | DEC | SPEC<br>MTG | SPEC<br>MTG | Total<br>Mtgs.<br>Att. | Total<br>Absent | Percent<br>Attended<br>Available |
|------------------------|-----|-----|-----|-----|-----|------|------|-----|------|-----|-----|-----|-------------|-------------|------------------------|-----------------|----------------------------------|
| <b>REGULAR MEMBERS</b> |     |     |     |     |     |      |      |     |      |     |     |     |             |             |                        |                 |                                  |
| Jana Ecker             | A   |     |     |     |     |      |      |     |      |     |     |     |             |             | 0                      | 1               | 0%                               |
| Beth Hussey            | P   |     |     |     |     |      |      |     |      |     |     |     |             |             | 1                      | 0               | 100%                             |
| Zachery Kay            | P   |     |     |     |     |      |      |     |      |     |     |     |             |             | 1                      | 0               | 100%                             |
| Jessica Lundberg       | P   |     |     |     |     |      |      |     |      |     |     |     |             |             | 1                      | 0               | 100%                             |
| Mike McKenzie          | P   |     |     |     |     |      |      |     |      |     |     |     |             |             | 1                      | 0               | 100%                             |
| Amy Pohlod             | P   |     |     |     |     |      |      |     |      |     |     |     |             |             | 1                      | 0               | 100%                             |
| Bill Roberts           | P   |     |     |     |     |      |      |     |      |     |     |     |             |             | 1                      | 0               | 100%                             |
| Julie Sloan            | A   |     |     |     |     |      |      |     |      |     |     |     |             |             | 0                      | 1               | 0%                               |
| Sam Surnow             | A   |     |     |     |     |      |      |     |      |     |     |     |             |             | 0                      | 1               | 0%                               |
| Michele Taddei         | P   |     |     |     |     |      |      |     |      |     |     |     |             |             | 1                      | 0               | 100%                             |
| Sloane Wolf            | P   |     |     |     |     |      |      |     |      |     |     |     |             |             | 1                      | 0               | 100%                             |
|                        |     |     |     |     |     |      |      |     |      |     |     |     |             |             | 0                      | 0               | #DIV/0!                          |
|                        |     |     |     |     |     |      |      |     |      |     |     |     |             |             | 0                      | 0               | #DIV/0!                          |
| Member Name            |     |     |     |     |     |      |      |     |      |     |     |     |             |             | 0                      | 0               | #DIV/0!                          |
| Reserved               |     |     |     |     |     |      |      |     |      |     |     |     |             |             | 0                      | 0               | #DIV/0!                          |
| Doug Fehan             | P   |     |     |     |     |      |      |     |      |     |     |     |             |             | 1                      | 0               | 100%                             |
| Sarvy Lipari           | P   |     |     |     |     |      |      |     |      |     |     |     |             |             | 1                      | 0               | 100%                             |
| Present or Available   | 8   | 0   | 0   | 0   | 0   | 0    | 0    | 0   | 0    | 0   | 0   | 0   | 0           | 0           | 1                      | 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     |