BIRMINGHAM
SHOPPING DISTRICT

Birmingham Shopping District Agenda
Thursday, March 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. 3-10)
3. Consent Agenda
    a. Approval of BSD Board Minutes – January 9, 2025 (pg. 11-15)
    b. Approval of Vouchers – January and February 2025 (pg. 16-20)
4. New Business
    a. Board Member Resignation
    b. Sponsorship Requests (pg. 21-27)
5. Presentations
    a. Fiscal Year End 2026 Budget (pg. 28-33)
    b. 2024 Year End Marketing Report (pg. 34-35)
6. Old Business
7. Reports
    a. Committee Reports: (pg. 36-47)
        i. Special Events – Kay
        ii. Marketing and Advertising – Lundberg
        iii. Maintenance and Capital Improvements – Lipari
        iv. Business Development – Surnow
        v. Executive Board – Pohlod
    b. 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. 50-51)
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.

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151 Martin Street
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BOARD AGENDA OVERVIEW
March 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 January 31, 2024.

Consent Agenda Items

Motion: To approve the consent agenda for March 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 and February 2025.

New Business

Presentations

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

Old Business

Executive Director Report

Budget/Assessment:
Planning for the fiscal year 2026 budget is underway. The final budget will be presented at the April 26, 2025 City Commission budget hearing. Additionally, the annual assessment was mailed in January and payments are beginning to come in.

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

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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 were approved at the February 24, 2025 City Commission meeting.
- **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:

- BSD is holding meetings with key property owners to introduce the tenant recruitment initiatives and materials, and hear more about how the BSD can support ongoing recruitment efforts.

Conferences/Workshops:

- **Attended in January/February:** ACG 2025 Economic Outlook, Visit Detroit Annual Partnership Meeting, Retail Market Outlook Webinar, Community House Event, Oakland County Tourism Steering Committee, Birmingham Bloomfield Chamber Coffee Event and Rotary Club Meeting.
- **Upcoming:** National Main Street Conference in April.

Tourism:

Oakland County is developing a *Tourism and Attraction Strategic Plan* and has invited Bassett to become a member of the Steering Committee. The first meeting occurred in February. The goal of this plan is to determine sustainable models for tourism development, chart attraction strategies for visitors, employees, businesses and others, quantify the value and impact of tourism on the county, and create a visual identity/branding. More details are available at visitoaklandcounty.com/strategic-plan.

Fund 235.0 PRINCIPAL SHOPPING DISTRICT

GL Number	Description	Balance
*** Assets ***		
235.0-000.000-005.0000	CASH AND INVESTMENTS	1,097,471.98
235.0-000.000-036.0000	MISCELLANEOUS	12,353.72
235.0-000.000-036.9999	ALLOWANCE FOR BAD DEBT - MISCELLAN	(1,613.72)
235.0-000.000-045.0902	A/R PSD SAD 2024-2025	1,212,470.34
235.0-000.000-047.0901	PSD 2023-2024 DELQ SAD	51,534.36
Total Assets		**2,372,216.68**
*** Liabilities ***		
235.0-000.000-202.0000	ACCOUNTS PAYABLE	9,620.23
235.0-000.000-255.0001	GIFT CERTIFICATES	600.00
235.0-000.000-362.0300	DEFERRED INFLOWS - MISCELLANEOUS I	10,740.00
235.0-000.000-362.0700	DEFERRED INFLOWS - SPECIAL ASSESSM	1,212,470.34
235.0-000.000-362.0800	DEFERRED INFLOWS - DELQ SPECIAL AS	51,534.36
Total Liabilities		**1,284,964.93**
*** 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		**(493,038.59)**
Ending Fund Balance		**1,087,251.75**
Total Liabilities And Fund Balance		**2,372,216.68**

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 01/31/2025

GL NUMBER	DESCRIPTION	2023-24 AMENDED BUDGET	END BALANCE 06/30/2024	2024-25 AMENDED BUDGET	ACTIVITY FOR MONTH 01/31/25	YTD BALANCE 01/31/2025	% BDGT USED	ENCUMBERED YEAR-TO-DATE
Fund 235.0 - PRINCIPAL SHOPPING DISTRICT								
Revenues								
Dept 000.000								
USE OF FUND BALANCE								
235.0-000.000-400.0000	APPROP FUND BAL/RET EARN	111,004.35	0.00	62,619.17	0.00	0.00	0.00	0.00
USE OF FUND BALANCE		111,004.35	0.00	62,619.17	0.00	0.00	0.00	0.00
SPECIAL ASSESSMENTS								
235.0-000.000-451.0235	FUTURE SPECIAL ASSESSMENTS - P	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-000.000-452.0887	PSD 2021-2022	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-000.000-452.0900	PSD 2022-2023	0.00	27,112.43	0.00	0.00	0.00	0.00	0.00
235.0-000.000-452.0901	PSD 2023-2024	1,201,500.00	1,146,146.20	59,550.00	0.00	12,196.24	20.48	0.00
235.0-000.000-452.0902	PSD 2024-2025	0.00	0.00	1,143,160.00	38,326.90	38,326.90	3.35	0.00
235.0-000.000-452.0903	PSD 2025-2026	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-000.000-474.0000	SPECIAL ASSESSMENT INTEREST	0.00	617.18	0.00	0.00	0.00	0.00	0.00
SPECIAL ASSESSMENTS		1,201,500.00	1,173,875.81	1,202,710.00	38,326.90	50,523.14	4.20	0.00
FEDERAL GRANTS								
235.0-000.000-528.0000	OTHER FEDERAL GRANTS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
FEDERAL GRANTS		0.00	0.00	0.00	0.00	0.00	0.00	0.00
LOCAL CONTRIBUTIONS								
235.0-000.000-583.0005	OAKLAND COUNTY	0.00	1,000.00	0.00	0.00	0.00	0.00	0.00
LOCAL CONTRIBUTIONS		0.00	1,000.00	0.00	0.00	0.00	0.00	0.00
CHARGES FOR SERVICES								
235.0-000.000-640.5141	CHARGES TO AUTO PARKING SYSTEM	25,000.00	25,000.00	25,000.00	0.00	25,000.00	100.00	0.00
CHARGES FOR SERVICES		25,000.00	25,000.00	25,000.00	0.00	25,000.00	100.00	0.00
INTEREST AND RENT								
235.0-000.000-665.0001	INVESTMENT INCOME	5,420.00	63,510.50	36,000.00	3,635.99	26,540.57	73.72	0.00
INTEREST AND RENT		5,420.00	63,510.50	36,000.00	3,635.99	26,540.57	73.72	0.00
OTHER REVENUE								
235.0-000.000-674.0009	PROCEEDS FROM FUNDRAISING	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-000.000-676.0001	CONTR FROM PRIVATE SOURCE	220,000.00	235,644.00	230,000.00	1,550.00	164,460.87	71.50	0.00
235.0-000.000-677.0001	SUNDRY & MISCELLANEOUS	0.00	238.51	0.00	0.00	0.00	0.00	0.00
OTHER REVENUE		220,000.00	235,882.51	230,000.00	1,550.00	164,460.87	71.50	0.00
Total Dept 000.000		1,562,924.35	1,499,268.82	1,556,329.17	43,512.89	266,524.58	17.13	0.00
TOTAL REVENUES		1,562,924.35	1,499,268.82	1,556,329.17	43,512.89	266,524.58	17.13	0.00
Expenditures								
Dept 175.000 - PUBLIC RELATIONS								
PERSONNEL SERVICES								
235.0-175.000-702.0001	SALARIES & WAGES DIRECT	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-702.0002	OVERTIME PAY	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-702.0003	LONGEVITY	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0000	LABOR BURDEN	0.00	0.00	0.00	0.00	0.00	0.00	0.00

GL NUMBER	DESCRIPTION	2023-24 AMENDED BUDGET	END BALANCE 06/30/2024	2024-25 AMENDED BUDGET	ACTIVITY FOR MONTH 01/31/25	YTD BALANCE 01/31/2025	% BDGT USED	ENCUMBERED YEAR-TO-DATE
Fund 235.0 - PRINCIPAL SHOPPING DISTRICT								
Expenditures								
235.0-175.000-711.0001	FICA	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0002	HOSPITALIZATION	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0003	LIFE INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0005	DENTAL/OPTICAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0006	ST/LT DISABILITY INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0007	WORKER'S COMPENSATION	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0012	RETIREMENT DEFINED CONTRIBUTIC	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0013	RET HLTH SVGS CONTR EMPLR	0.00	0.00	0.00	0.00	0.00	0.00	0.00
PERSONNEL SERVICES		0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 175.000 - PUBLIC RELATIONS		0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dept 441.005 - DOWNTOWN MAINTENANCE								
PERSONNEL SERVICES								
235.0-441.005-702.0001	SALARIES & WAGES DIRECT	61,730.00	53,328.45	39,370.00	4,703.95	42,630.76	108.28	0.00
235.0-441.005-702.0002	OVERTIME PAY	18,240.00	24,709.33	24,730.00	1,320.48	14,636.98	59.19	0.00
235.0-441.005-702.0003	LONGEVITY	220.00	122.80	170.00	0.00	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	443.21	4,297.08	87.34	0.00
235.0-441.005-711.0002	HOSPITALIZATION	15,520.00	14,657.57	10,740.00	1,484.52	10,951.90	101.97	0.00
235.0-441.005-711.0003	LIFE INSURANCE	210.00	261.77	170.00	22.74	186.54	109.73	0.00
235.0-441.005-711.0004	RETIREE HEALTH CARE CONTRIBUTI	6,600.00	4,339.59	4,230.00	350.49	2,537.70	59.99	0.00
235.0-441.005-711.0005	DENTAL/OPTICAL	730.00	896.45	610.00	91.71	705.91	115.72	0.00
235.0-441.005-711.0006	ST/LT DISABILITY INSURANCE	620.00	653.64	600.00	54.16	486.64	81.11	0.00
235.0-441.005-711.0007	WORKER'S COMPENSATION	1,490.00	1,456.09	1,160.00	116.19	1,061.83	91.54	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	4,486.44	58.27	0.00
235.0-441.005-711.0011	HRA CONTRIBUTIONS	60.00	60.00	70.00	69.00	69.00	98.57	0.00
235.0-441.005-711.0012	RETIREMENT DEFINED CONTRIBUTIC	3,510.00	6,246.71	5,400.00	524.75	4,769.08	88.32	0.00
235.0-441.005-711.0013	RET HLTH SVGS CONTR EMPLR	1,140.00	1,636.23	670.00	153.58	1,336.64	199.50	0.00
PERSONNEL SERVICES		125,100.00	122,771.52	100,540.00	9,975.70	88,344.00	87.87	0.00
OTHER CHARGES								
235.0-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	44,630.00	31,604.30	36,190.00	2,550.89	23,019.12	63.61	0.00
OTHER CHARGES		44,630.00	31,604.30	36,190.00	2,550.89	23,019.12	63.61	0.00
Total Dept 441.005 - DOWNTOWN MAINTENANCE		169,730.00	154,375.82	136,730.00	12,526.59	111,363.12	81.45	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	24,202.50	186,593.60	58.05	0.00
235.0-720.000-702.0002	OVERTIME PAY	0.00	1,176.80	1,500.00	0.00	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	1,800.88	13,870.97	56.41	0.00
235.0-720.000-711.0002	HOSPITALIZATION	67,460.00	47,477.85	70,710.00	4,229.37	22,301.65	31.54	0.00
235.0-720.000-711.0003	LIFE INSURANCE	950.00	731.60	580.00	72.34	524.46	90.42	0.00
235.0-720.000-711.0004	RETIREE HEALTH CARE CONTRIBUTI	5,170.00	5,163.96	6,540.00	535.25	3,746.75	57.29	0.00

GL NUMBER	DESCRIPTION	2023-24 AMENDED BUDGET	END BALANCE 06/30/2024	2024-25 AMENDED BUDGET	ACTIVITY FOR MONTH 01/31/25	YTD BALANCE 01/31/2025	% BDGT USED	ENCUMBERED 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	577.60	55.01	0.00
235.0-720.000-711.0007	WORKER'S COMPENSATION	1,080.00	929.80	1,190.00	76.24	589.09	49.50	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	5,164.81	58.29	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	6,097.21	58.29	0.00
235.0-720.000-711.0013	RET HLTH SVGS CONTR EMPLR	1,820.00	1,444.54	1,830.00	140.00	1,015.00	55.46	0.00
PERSONNEL SERVICES		467,380.00	390,938.87	450,200.00	32,715.09	240,895.57	53.51	0.00
OTHER CHARGES								
235.0-720.000-801.0200	LEGAL SERVICES	3,120.00	4,166.25	3,000.00	0.00	1,097.25	36.58	0.00
235.0-720.000-802.0100	AUDIT	740.00	801.00	740.00	270.00	750.00	101.35	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	215.25	161,500.00
235.0-720.000-829.0200	WEB SITE MAINTENANCE	19,000.00	14,300.00	30,100.00	0.00	15,399.99	89.72	11,605.00
235.0-720.000-851.0000	TELEPHONE	1,750.00	1,518.06	1,750.00	149.76	1,076.40	61.51	0.00
235.0-720.000-881.0000	MARKETING & ADVERTISING	189,995.00	142,388.90	191,597.01	1,000.00	98,578.88	74.61	44,366.60
235.0-720.000-882.0000	PUBLIC RELATIONS	8,000.00	5,785.75	13,500.00	493.14	2,993.14	22.17	0.00
235.0-720.000-883.0000	TENANT RECRUITMENT	106,620.00	30,677.30	101,357.51	26.93	10,196.18	22.39	12,500.00
235.0-720.000-888.0000	SPECIAL EVENTS	260,180.00	266,292.37	259,050.00	31,351.91	187,931.55	89.58	44,134.44
235.0-720.000-901.0000	PRINTING & PUBLISHING	55,000.00	44,173.56	67,500.00	4,200.00	24,200.00	35.85	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	387.58	694.33	57.86	0.00
235.0-720.000-935.0200	MAINTENANCE SHOPPING DIST	117,379.35	81,904.79	87,574.65	399.72	10,218.70	32.72	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	26,034.19	58.33	0.00
235.0-720.000-944.0000	BUILDING OR FACILITY RENT	12,000.00	12,000.00	12,000.00	1,000.00	7,000.00	58.33	0.00
235.0-720.000-957.0100	TRAINING	3,000.00	2,208.62	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	125.00	1,519.00	50.63	0.00
235.0-720.000-957.0400	CONFERENCES & WORKSHOPS	6,000.00	4,402.37	5,000.00	100.00	600.00	12.00	0.00
235.0-720.000-958.0200	EMPLOYEE PARKING	0.00	2,000.00	4,730.00	500.00	3,320.00	70.19	0.00
235.0-720.000-960.0400	LIABILITY INSURANCE	4,970.00	4,970.04	5,170.00	430.83	3,015.81	58.33	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	44,154.04	405,325.42	72.33	292,541.86
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	138.85	1,979.06	56.54	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	138.85	1,979.06	43.98	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	77,007.98	648,200.05	66.27	292,541.86
TOTAL EXPENDITURES		1,562,924.35	1,271,569.98	1,556,329.17	89,534.57	759,563.17	67.60	292,541.86

GL NUMBER	DESCRIPTION	2023-24 AMENDED BUDGET	END BALANCE 06/30/2024	2024-25 AMENDED BUDGET	ACTIVITY FOR MONTH 01/31/25	YTD BALANCE 01/31/2025	% BDGT USED	ENCUMBERED YEAR-TO-DATE
Fund 235.0 - PRINCIPAL SHOPPING DISTRICT								
Fund 235.0 - PRINCIPAL SHOPPING DISTRICT:								
TOTAL REVENUES		1,562,924.35	1,499,268.82	1,556,329.17	43,512.89	266,524.58	17.13	0.00
TOTAL EXPENDITURES		1,562,924.35	1,271,569.98	1,556,329.17	89,534.57	759,563.17	67.60	292,541.86
NET OF REVENUES & EXPENDITURES		0.00	227,698.84	0.00	(46,021.68)	(493,038.59)	100.00	(292,541.86)

PRINCIPAL SHOPPING DISTRICT
ACTUAL QUARTERLY CASH FLOW
FOR THE QUARTER ENDED DECEMBER 2024

	DESCRIPTION	PROJECTED	ACTUAL	VARIANCE
	BEGINNING CASH BALANCE	$ 1,406,585	$ 1,406,585	$ -
	CASH RECEIPTS:			
	Special Assessments	-	-	-
	Interest Income	8,420	3,996	(4,424)
	Advisory Parking Committee	25,000	25,000	-
	Special Event Revenue	107,000	131,365	24,365
	Sub-total cash receipts	140,420	160,361	19,941
	CASH DISBURSEMENTS:			
	OFFICE DISBURSEMENTS			
	PSD Personnel Costs	125,000	126,502	(1,502)
727.0000	Postage	500	-	500
729.0000	Supplies	1,000	1,389	(389)
801.0200	Legal	750	635	115
802.0100	Audit	440	250	190
811.0000	Other Contractual Service	14,000	-	14,000
933.0200	Equipment Maintenance	300	307	(7)
851.0000	Telephone	440	449	(9)
955.0100	Training	780	-	780
955.0300	Memberships & Dues	1,100	750	350
955.0400	Conferences & Workshops	1,250	200	1,050
942.0000	Computer Equipment Rental	11,158	11,158	-
957.0400	Liability Insurance	1,292	1,292	-
958.0200	Employee Parking	-	1,620	(1,620)
944.0000	Building Rent	3,000	3,000	-
962.0000	Miscellaneous	-	-	-
	Sub-total Office Disbursements	161,010	147,552	13,458
	PROGRAM DISBURSEMENTS			
	DPS Downtown Maintenance	33,700	52,393	(18,693)
828.0300	Valet Services	-	-	-
829.0100	Snow Removal	14,000	10,700	3,300
935.0200	Maintenance PSD	18,500	9,020	9,480
901.0000	Printing & Publishing	15,125	20,000	(4,875)
881.0000	Marketing & Advertising	18,040	60,061	(42,021)
882.0000	Public Relations	5,525	-	5,525
883.0000	Tenant Recruitment	24,990	8,742	16,248
888.0000	Special Events	148,250	86,418	61,832
904.0000	PSD Magazine	-	-	-
829.0200	Web Site Maintenance	5,375	5,790	(415)
	Sub-total Program Disbursements	283,505	253,124	30,381
	Total Disbursements	444,515	400,676	43,839
	INCREASE (DECREASE) IN CASH BALANCE	(304,095)	(240,315)	63,780
	ENDING CASH BALANCE	$ 1,102,490	$ 1,166,270	$ 63,780

PRINCIPAL SHOPPING DISTRICT
ACTUAL YEAR TO DATE CASH FLOW
FOR THE QUARTER ENDED DECEMBER 2024

	DESCRIPTION	PROJECTED	ACTUAL	VARIANCE
	BEGINNING CASH BALANCE	$ 1,566,962	$ 1,566,962	$ -
	CASH RECEIPTS:			
	Special Assessments	51,000	85,262	34,262
	Interest Income	18,300	18,726	426
	Advisory Parking Committee	25,000	25,000	-
	Special Event Revenue	142,000	165,191	23,191
	Sub-total cash receipts	236,300	294,179	57,879
	CASH DISBURSEMENTS:			
	OFFICE DISBURSEMENTS			
	PSD Personnel Costs	224,500	215,168	9,332
727.0000	Postage	500	-	500
729.0000	Supplies	1,750	1,910	(160)
801.0200	Legal	1,500	1,906	(406)
802.0100	Audit	740	480	260
811.0000	Other Contractual Service	29,000	-	29,000
933.0200	Equipment Maintenance	600	649	(49)
851.0000	Telephone	870	945	(75)
955.0100	Training	1,560	-	1,560
955.0300	Memberships & Dues	1,500	939	561
955.0400	Conferences & Workshops	2,500	500	2,000
942.0000	Computer Equipment Rental	22,315	22,316	(1)
957.0400	Liability Insurance	2,584	2,584	-
958.0200	Employee Parking	-	2,820	(2,820)
944.0000	Building Rent	6,000	6,000	-
962.0000	Miscellaneous	-	-	-
	Sub-total Office Disbursements	295,919	256,217	39,702
	PROGRAM DISBURSEMENTS			
	DPS Downtown Maintenance	72,205	102,191	(29,986)
828.0300	Valet Services	-	-	-
829.0100	Snow Removal	14,000	10,700	3,300
935.0200	Maintenance PSD	41,000	9,819	31,181
901.0000	Printing & Publishing	30,250	33,419	(3,169)
881.0000	Marketing & Advertising	36,080	94,871	(58,791)
882.0000	Public Relations	11,050	-	11,050
883.0000	Tenant Recruitment	49,980	20,445	29,535
888.0000	Special Events	223,250	158,559	64,691
904.0000	PSD Magazine	-	-	-
829.0200	Web Site Maintenance	10,750	8,650	2,100
	Sub-total Program Disbursements	488,565	438,654	49,911
	Total Disbursements	784,484	694,871	89,613
	INCREASE (DECREASE) IN CASH BALANCE	(548,184)	(400,692)	147,492
	ENDING CASH BALANCE	$ 1,018,778	$ 1,166,270	$ 147,492

CITY OF BIRMINGHAM
PRINCIPAL SHOPPING DISTRICT
CASH FLOW ANALYSIS
JULY 2024 TO JUNE 2025

	DESCRIPTION	ACTUAL 1ST QTR 2024-2025	ACTUAL 2ND QTR 2024-2025	PROJECTED 3RD QTR 2024-2025	PROJECTED 4TH QTR 2024-2025	Total 2024-2025
	BEGINNING CASH BALANCE	$ 1,566,962	1,406,585	1,166,270	1,918,515	1,566,962
	CASH RECEIPTS:					
	2023 Assessment	85,262	-	8,550	-	93,812
	2024 Assessment	-	-	1,075,160	68,000	1,143,160
	Special Assessments	85,262	-	1,083,710	68,000	1,236,972
	Interest Income	14,730	3,996	6,590	11,110	36,426
	Advisory Parking Committee		25,000		-	25,000
	Special Event Revenue	33,826	131,365	28,000	60,000	253,191
	Sub-total cash receipts	133,818	160,361	1,118,300	139,110	1,551,589
	CASH DISBURSEMENTS:					
	OFFICE DISBURSEMENTS					
	PSD Personnel Costs	88,666	126,502	99,500	126,200	440,868
727.00	Postage	-	-	-	500	500
729.00	Supplies	521	1,389	750	1,000	3,660
801.02	Legal	1,271	635	750	750	3,406
802.01	Audit	230	250	-	-	480
811.00	Other Contractual Service	-	-	14,000	11,730	25,730
933.02	Equipment Maintenance	342	307	300	300	1,249
851.00	Telephone	496	449	430	450	1,825
955.01	Training	-	-	720	720	1,440
955.03	Memberships & Dues	189	750	400	1,100	2,439
955.04	Conferences & Workshops	300	200	1,250	1,250	3,000
942.00	Computer Equipment Rental	11,158	11,158	11,157	11,158	44,631
957.04	Liability Insurance	1,292	1,292	1,293	1,293	5,170
958.02	Employee Parking	1,200	1,620	-	-	2,820
944.00	Building Rent	3,000	3,000	3,000	3,000	12,000
962.00	Miscellaneous	-	-	-	-	-
	Sub-total Office Disbursements	108,665	147,552	133,550	159,451	549,218
	PROGRAM DISBURSEMENTS					
	DPS Downtown Maintenance	49,798	52,393	27,900	36,625	166,716
828.03	Valet Services	-	-	-	-	-
829.01	Snow Removal	-	10,700	42,000	24,000	76,700
935.02	Maintenance PSD	799	9,020	18,550	22,500	50,869
901.00	Printing & Publishing	13,419	20,000	15,125	15,125	63,669
901.04	Marketing & Advertising	34,810	60,061	18,040	18,040	130,951
901.05	Public Relations	-	-	5,525	5,525	11,050
903.00	Tenant Recruitment	11,703	8,742	24,990	25,030	70,465
909.00	Special Events	72,141	86,418	75,000	75,000	308,559
904.00	PSD Magazine	-	-			-
829.02	Web Site Maintenance	2,860	5,790	5,375	5,375	19,400
	Sub-total Program Disbursements	185,530	253,124	232,505	227,220	898,379
	Total Disbursements	294,195	400,676	366,055	386,671	1,447,597
	INCREASE (DECREASE) IN CASH BALANCE	(160,377)	(240,315)	752,245	(247,561)	103,992
	ENDING CASH BALANCE	1,406,585	1,166,270	1,918,515	1,670,954	1,670,954

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.

APPROVED

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)

Amy Pohlod, BSD Board Chair | Date

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

Early Rele:	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 MARKT	WINTER MARKT	**2,099.99**
	BEASLEY MEDIA GROUP, LLC	ADVERTISING FOR HOLIDAYS AND WINTER MARKT	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 MARKT	**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 MARKT	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 Rele:	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 MARKT	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 Rele	Vendor	Description	Account	Amount
			Total:	**$ 103,567.40**

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 Principal Shopping District Board
Voucher List For: 03/06/2025

Early Release	Vendor	Description	Account	Amount
	21ST CENTURY MEDIA-MICHIGAN	HOLIDAY ADVERTISING	MARKETING & ADVERTISING	**300.00**
	ALLEGRA MARKETING,	BSD ENVELOPES	OPERATING SUPPLIES	**849.32**
	AUDACY OPERATIONS, INC.	ADVERTISING FOR BRRMINGHAM BLAST	BRRMINGHAM BLAST	**2,100.00**
	BEASLEY MEDIA GROUP, LLC	ADVERTISING FOR BRRMINGHAM BLAST	BRRMINGHAM BLAST 2025	**2,500.00**
	BEIER HOWLETT P.C.	MISC LEGAL FEES	LEGAL SERVICES	**144.25**
	COSTCO MEMBERSHIP	ANNUAL MEMBERSHIP EXP APRIL 2026	OPERATING SUPPLIES	**65.00**
	ENGLISH GARDENS	HOLIDAY TREE INSTALLATION PAY 2 OF 2	HOLIDAY TREE INSTALLATION	**2,915.82**
	JAIMI BROOK	SUPPLIES FOR BRRMINGHAM BLAST	SPECIAL EVENTS	**17.91**
	KEEP IT REAL SOCIAL LLC	TRAINING/CONSULTING	TRAINING/CONSULTING	**5,500.00**
	MICHELLE FRANCIS	WATERCOLOR PRINTS FOR BUSINESS ANNIVERSARIES	WATERCOLOR PRINTS FOR BUSINESS ANNIVERSA	**2,730.00**
	MILES PARTNERSHIP LLLP	WEBSITE HOSTING & MAINTENANCE	WEBSITE HOSTING & MAINTENANCE	**1,505.00**
	NICK'S MAINTENANCE	SNOW REMOVAL	SNOW REMOVAL	**10,700.00**
	SIGNS-N-DESIGNS INC	BRRMINGHAM BLAST BANNERS	SPECIAL EVENTS	**240.00**
	THE DETROIT JEWISH NEWS FOUNDATION	GENERAL ADVERTISING	MARKETING & ADVERTISING	**200.00**
	THE MICHAELS COMPANIES	FRAMES FOR BUSINESS ANNIVERSARIES	TENANT RECRUITMENT	**88.96**
*	AMAZON CAPITAL SERVICES INC	BRRMINGHAM BLAST SUPPLIES	SPECIAL EVENTS	**466.52**
*	META/ FACEBOOK	BRRMINGHAM BLAST BOOSTED POSTS	MARKETING & ADVERTISING	**217.01**
*	SECURA INSURANCE COMPANY	INSURANCE FOR BRRMINGHAM BLAST	SPECIAL EVENTS	**535.00**
*	SURVEY MONKEY	ANNUAL WUFOO SUBSCRIPTION	OPERATING SUPPLIES	**349.00**
*	THE COMMUNITY HOUSE	CONFERENCE	CONFERENCES & WORKSHOPS	**20.00**
*	VERIZON WIRELESS	CELL PHONE FOR ERIKA, JAIMI AND SHERI	TELEPHONE	**149.79**

Birmingham Principal Shopping District Board
Voucher List For: 03/06/2025

Early Rele:	Vendor	Description	Account	Amount
			Total:	**$ 31,593.58**

Journal Entries

City of Birmingham - Employee Parking	$	400.00
Total vouchers and Journal Entries	$	31,993.58

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

Board Chair________________________ **Date** ____________________

Sponsorship Application

COMPLETE #10

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

SPONSORSHIP POLICY

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

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

CREATED

PUBLIC
Feb 4th 2025, 2:50:12 pm

IP ADDRESS

208.92.216.114

*** Organization Name**

Brother Rice High School

*** Address**

7101 Lahser Rd.
Bloomfield Hills
MI
48009
United States

*** Contact Name**

Donna Kramer

*** Phone Number**

2488332014

*** Contact Email**

kramer@brrice.edu

*** Tell us about your organization.**

Brother Rice High School is a Catholic College Preparatory School for young men. Inspired by the Essential Elements of an Edmund Rice Christian Brother Education, the school fosters the spiritual, intellectual, cultural, and physical development of its students. The Brother Rice community promotes excellence through an environment conducive to lifelong personal growth, responsible moral choices, and critical thinking.

* What is your target market?

Over 600 current Brother Rice families, alumni, friends, and event guests

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

Brother Rice High School affirms its position in the marketplace as the preeminent all-boys Catholic high school in the state of Michigan and renews its commitment to be such for decades to come. Our students, faculty, and staff contribute positively to the community through a variety of volunteer service projects.

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

We are seeking an in-kind donation of Birmingham Bucks to be included in an "Experience Birmingham" package for our Irish Nite Auction 2025. Proceeds from Irish Nite 2025 support the mission of our school to provide an education with a tradition of excellence, strong character development and service to others by funding such vital endeavors as technology updates, tuition assistance, faculty and student enrichment, and capital improvements to our over 60-year-old facility.

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

March 15, 2025 at Birmingham Country Club. No additional support is needed.

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

By donating to Irish Nite 2025, the Birmingham Shopping District will receive a return on investment by attracting Brother Rice community members to Downtown Birmingham to support local stores and restaurants.

Upload any supplementary files

Sponsorship Application

COMPLETE #7

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

SPONSORSHIP POLICY

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

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

CREATED

PUBLIC
Jan 13th 2025, 11:09:28 am

IP ADDRESS

68.55.106.37

*** Organization Name**

Junior League of Birmingham, MI

*** Address**

220 S Main Street
Suite 36
Royal Oak
MI
48067
United States

*** Contact Name**

Shannon Dux

*** Phone Number**

2488425776

*** Contact Email**

shannon.dux@gmail.com

* Tell us about your organization.

As we move forward in the league year for Junior League of Birmingham, I wanted to follow up regarding a special event that we are looking for sponsors for.

Our signature fundraising event, the Little Black Dress Brunch, is fast approaching, and we would appreciate your support!

The JLB is an organization of women whose mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration and training. As part of our community impact, the JLB focuses on providing support and care for women in crisis in Oakland County through partners such as HAVEN, CARE House of Oakland County and Lighthouse.

The Little Black Dress initiative was founded by Junior Leagues in London, England. Members wear black for an entire week to raise awareness about women in crisis or poverty who can not afford to purchase different outfits to wear every day. Our members will wear all black for one week in March to solicit pledges. On April 5 we will come together with members of our community for an educational brunch and silent auction to raise funds in support of JLB.

PARTNERSHIPS

We have attached our annual sponsorship guide for your consideration. We are requesting sponsorships in the form of tickets to events, gifts, raffle items, and of course monetary donations.

Due to printing deadlines, we are asking for all sponsorships/donations to be finalized by Saturday, March 8

If you would like to partner with us for this impactful event, we would love to chat and discuss further how we can best collaborate!

* What is your target market?

Oakland County Residents

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

Junior League of Birmingham, MI serves Oakland County women in crisis so any funds we can help raise not only support the community but also support the JLB who does extensive trainings for it's members to help them become the best leaders possible

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

We are looking for sponsors for our Little Black Dress brunch event. We are seeking anything from financial support in the form of sponsorship or in-kind donations to be included in our silent auction

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

April 5, 2025

We are seeking to secure all sponsors by March 8 so you can be included in our program and signage

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

We are a core group of women from Oakland County who shop and live in Birmingham.

Please reach out to me so I can include the sponsorship packet, the file is too large to attach. Thank you!

Upload any supplementary files

Sponsorship Application

COMPLETE #8

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

SPONSORSHIP POLICY

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

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

CREATED

PUBLIC
Feb 4th 2025, 2:10:02 pm

IP ADDRESS

144.121.183.62

*** Organization Name**

Rotary International - Birmingham Club

*** Address**

Birmingham
Birmingham
Michigan
48009
United States

*** Contact Name**

Linda Hatfield

*** Phone Number**

2486475958

*** Contact Email**

lhatfield@michiganunited.cu.org

*** Tell us about your organization.**

Rotary International connects leaders from the community to use their distinct expertise for good - building relationships and giving back to their local community. Rotary International has 1.2 million members worldwide, with the Birmingham Chapter near 50 members. Birmingham's Rotary Club focuses on three "branches" including service, giving and social. They participate in the Birmingham Hometown Parade, Memorial Day Wreath Ceremony in Shain Park, and other community activities. They work with organizations such as Gleaners, Salvation Army, the Birmingham Family YMCA, local Birmingham Schools and others sponsoring programs and volunteering.

* What is your target market?

Birmingham

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

Birmingham's Rotary Club focuses on three "branches" including service, giving and social. They participate in the Birmingham Hometown Parade, Memorial Day Wreath Ceremony in Shain Park, and other community activities. They work with organizations such as Gleaners, Salvation Army, the Birmingham Family YMCA, local Birmingham Schools and others sponsoring programs and volunteering.

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

Birmingham Rotary Club is requesting the Birmingham Shopping District become a member, a $490 annual membership fee.

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

Birmingham Rotary meets once per month.

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

Birmingham's Rotary Club focuses on three "branches" including service, giving and social. They participate in the Birmingham Hometown Parade, Memorial Day Wreath Ceremony in Shain Park, and other community activities. They work with organizations such as Gleaners, Salvation Army, the Birmingham Family YMCA, local Birmingham Schools and others sponsoring programs and volunteering.

Upload any supplementary files

THE

COMMUNITY HOUSE

BIRMINGHAM

Get & Give a Basket

Support local families in need while enjoying a fantastic night of connection, conversation, and community.

"Get"

"Give"

By purchasing a lovely gift basket, you will help The Community House contribute nourishing holiday dinners for 1,200 food-insecure families of four.

THURSDAY, MARCH 27

5:30 - 7:30 pm

380 S Bates St, Birmingham

$35/ticket

Wine and Hors d'oeuvres

REGISTER TODAY

248.644.5832 • communityhouse.com

Sponsored by

ALLSTAR WINE IMPORTS

Helping to support our nonprofit partner

UNITED COMMUNITY FAMILY SERVICES

Chaldean American Ladies of Charity

Empowering people in need

Want to donate a basket? Contact Kathie Ninneman at 248.594.6414

MARKETING COMMITTEE BUDGET - FYE2026					
Event and General Marketing and Advertising					
Description	**FYE2025 Budget**	**FYE2025 Actual**	**FYE2026 Budget**	**2025-2026 Variance**	**NOTES**
DOTT	$ 22,500		$ 22,500	$ -	
Cruise	$ 500		$ 500	$ -	
Birmingham Farmers Market	$ 10,000		$ 10,000	$ -	
Holiday Promotions	$ 50,000		$ 50,000	$ -	
Movie Nights	$ 4,000		$ 4,000	$ -	
BirminghamBURGER (Restaurant Week)	$ 23,000		$ 23,000	$ -	Includes all event-related costs previously in the Events budget ($5,000), marketing and content creation
Spring Stroll	$ 1,250		$ 1,250	$ -	
Art Walk	$ 2,000		$ 2,000	$ -	
Brrmingham Blast	$ 10,000		$ 10,000	$ -	
Seasonal/Niche Promotions	$ 18,000		$ 18,000	$ -	Spring fashion, summer videos, general marketing
TOTAL	**$ 118,250**	**$ -**	**$ 141,250**	**$ 23,000**	*Total cost represents shifting $23,000 (Seasonal/Niche $18,000 + BirminghamBURGER Event $5,000) costs but no added funds.

Promotional Marketing and Materials					
Item	**FYE2025 Budget**	**FYE2025 Actual**	**FYE 2026 Budget**	**2025-2026 Variance**	**NOTES**
Graphic Design (Promotions/General)	$ 5,000		$ 2,500	$ (2,500)	Reduced by $2,500.
Photography and Video Creation	$ 11,000		$ 12,000	$ 1,000	Was previously 2 line items totaling $11,000.
Social Influencer Features	$ 10,500		$ 10,000	$ (500)	Was previously 2 line items totaling $10,500.
TOTAL	**$ 26,500**		**$ 24,500**	**$ (2,000)**	

Website, Graphic Design & Promotional Materials					
Item	**FYE2025 Budget**	**FYE2025 Actual**	**FYE 2026 Budget**	**2025-2026 Variance**	**NOTES**
Website Hosting & Maintenance & Redesign	$ 21,500		$ 6,400	$ (15,100)	Reflects Geocentric hosting.
Website Design Modifications	$ -		$ 3,600	$ 3,600	Additional funds to use for design modifications as needed.
TOTAL	**$ 21,500**		**$ 10,000**	**$ (11,500)**	

Printing & Publishing					
Item	**FYE2025 Budget**	**FYE2025 Actual**	**FYE 2026 Budget**	**2025-2026 Variance**	**NOTES**
Printing & distribution - Dining & Retail Guides & Promo Cards, Misc.	$ 4,000		$ 5,000	$ 1,000	*Increased by $1,000 from FYE2025.
Banners	$ 6,000		$ 6,000	$ -	
Promotional Guide	$ 50,000		$ 50,000	$ -	
TOTAL	**$ 60,000**		**$ 61,000**	**$ 1,000**	

Community Participation/Public Relations					
Item	**FYE2025 Budget**	**FYE2025 Actual**	**FYE 2026 Budget**	**2025-2026 Variance**	**NOTES**
Chamber of Commerce	$ 2,500		$ 2,500	$ -	
Community Participation	$ 8,000		$ 8,000	$ -	
Constant Contact	$ 500		$ 500	$ -	
TOTAL	**$ 11,000**		**$ 11,000**	**$ -**	

Special Projects					
Item	**FYE 2025 Budget**	**FYE 2025 Actual**	**FYE 2026 Budget**	**2025-2026 Variance**	**NOTES**
Social Media Special Project	$ -	$ -	$ 25,000	$ 25,000	Represents a proposed one-time special initiative to develop content and increase followers.
			$ 25,000		

	FYE2025 Budget	**FYE2025 Actual**	**FYE 2026**	**2025-2026 Variance**	**NOTES**
TOTAL MARKETING/ADVERTISING BUDGET	$ 118,250		$ 141,250	$ 23,000	
TOTAL PROMOTIONAL MARKETING/MATERIALS	$ 51,660		$ 24,500	$ (27,160)	
TOTAL WEBSITE BUDGET	$ 21,500		$ 10,000	$ (11,500)	
TOTAL PRINTING/GUIDE BUDGET	$ 60,000		$ 61,000	$ 1,000	
TOTAL COMMUNITY PARTCIPATION	$ 11,000		$ 11,000	$ -	
TOTAL SPECIAL PROJECTS	$ -		$ 25,000	$ 25,000	One-time special project. See above notes.
TOTAL BUDGET	**$ 262,410**		**$ 272,750**	**$ 10,340**	

SPECIAL EVENTS COMMITTEE BUDGET - FYE 2026										
Event Logistics										
Event	**FYE2024 Budget**	**FYE2024 Actual**	**FYE2024 Sponsor Actual**	**FYE2025 Budget**	**FYE 2025 Sponsor Goal**	**FYE 2025 Sponsor Actual**	**FYE 2026 Budget**	**2025-2026 Variance**	**FYE 2026 Sponsor Goal**	**Notes**
DOTT	$ 15,000	$ 13,776		$ 15,000	$ 5,000		$ 15,000	$ -	$ 5,000	
Cruise	$ 45,000	$ 46,196	$ 79,505	$ 48,000	$ 65,000	$ 69,730	$ 48,000	$ -	$ 65,000	
Farmers Market	$ 25,000	$ 26,713	$ 18,850	$ 29,000	$ 15,000		$ 30,000	$ (1,000)	$ 15,000	Increased by $1,000 for equipment replacement, market materials
Winter Markt	$ 75,000	$ 82,104	$ 17,500	$ 78,000	$ 30,000		$ 104,000	$ (26,000)	$ 30,000	Actual costs for FYE 2025 ~$82,000. Tent costs anticipated to increase by $17,000. We do not anticipate we can increase vendor pricing to offset all increased tent costs.
Small Business Saturday	$ -	$ 236		$ 500			$ 500	$ -		
Holiday Promotions	$ 35,000	$ 32,109		$ 35,000	$ 5,000		$ 40,000	$ (5,000)	$ 5,000	Includes Santa Walk, Santa House, Carriage Rides, Treat Giveaways, etc. Actual costs for FYE 2025 $37,000 and one less week of holiday activities due to 2024 calendar/dates.
Movie Nights	$ 15,000	$ 19,736	$ 14,200	$ 20,000	$ 18,000		$ 25,000	$ (5,000)	$ 18,000	Actual costs for FYE 2025 were $23,000. Added Police Detail to support larger crowd and safety initiatives.
BirminghamBURGER	$ -	-		$ 5,000	$ 5,000		$ -	$ 5,000	$ 5,000	Relocated costs to marketing budget
Spring Stroll	$ 1,500	$ 579		$ 1,000	$ 2,000		$ 1,000	$ -	$ 2,000	
Art Walk	$ 2,000	$ 774		$ 3,000	$ 1,000		$ 1,000	$ 2,000	$ 1,000	Actual FYE 2025 costs were $1,000. Event cost reduced due to anticipated $1,000 contribution from Public Arts Board.
BRRmingham Blast	$ 25,000	$ 25,891		$ 35,000			$ 35,000	$ (30,000)	$ 5,000	
General Event Supplies	$ -	$ 602		$ 500			$ 1,500	$ (1,000)	$ -	Volunteer appreciation, staff gear, misc supplies.
TOTAL	**$ 238,500**	**$ 248,716**		**$ 270,000**	**$ 146,000**		**$ 301,000**	**$ (31,000)**	**$ 151,000**	***Represents a total operating budget increase of $30,000.**

MAINTENANCE & CAPITAL IMPROVEMENTS COMMITTEE BUDGET - FYE2026

OPERATING EXPENSES	FYE2024 Budget	FYE2024 Actual	FYE2025 Budget	FYE2025 Actual	FYE 2026 Budget	2025-2026 Variance	Notes
Snow Removal	72,100	64,200	80,000		$ 74,000	$ (6,000)	2026 budgeted amount reflects an increase of approximately 10% over our current contract.
1x Salting	7,900	-	9,000		$ 9,000	$ -	
Holiday Lights	40,000	32,475	48,000		$ 48,000	$ -	Includes Booth Park lighting, the Henrietta via trees (Social)
Holiday Lights/Décor for Booth Park	-	-	-	-	$ -	$ -	Consider Booth Park after project completion
Hanging Baskets	16,500	15,510	16,000		$ 15,510	$ (490)	Should we increase based on Triangle District future needs?
Powerwashing	6,000	11,050	11,500	$ 11,500.00	$ 17,025	$ 5,525	Estimated at 15% increase from $11,500 ($13,225) + new area of North Old Woodward estimated at $3,800 with one application.
Dog Waste	1,000	2,704	1,000		$ 3,100	$ 2,100	
Containers	1,000	1,079	1,000		$ 1,100	$ 100	
Holiday Tree Installation		5,807	5,000	$ 5,832.00	$ 6,000	$ 1,000	Split with DPS.
OPERATING EXPENSES TOTAL	**144,500**	**132,825**	**171,500**	**$ 17,332.00**	**$ 173,735.00**	**$ 2,235**	**Represents decreases of $6,000 in snow removal and $490 in hanging baskets, and increases of $5,525 in powerwashing, $2,100 in dog waste bags, $100 in containers and $168 in holiday tree installation for a total operating budget increase of $2,235.**

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CAPITAL IMPROVEMENT PROJECTS	FYE 2024 Budget	FYE2024 Actual	FYE2025 Budget	FYE2025 Actual	FYE2026 Budget	2025-2026 Variance	
Alley Improvements	15,000	-	50,000		$ 75,000	$ 25,000	Willits Alley Design Phase 1. Do in phases across budget years? Use formal design firm, wall art, benches, lighting, etc.
Wayfinding Kiosks	-	-	-				Waiting for quotes from ASI for Shain Park and Maple/Old WW kiosks scheduled for installation in spring 2025. Pilot for digital kiosk monitors with target installation in Q4 2025.
Triangle District Amenities	5,000	-	-		$ -	$ -	Plan for FYE 2027
CAPITAL IMPROVEMENT PROJECTS TOTAL	**20,000**	**-**	**50,000**	**$ -**	**$ 75,000.00**	**$ 25,000**	
TOTAL BUDGET	164,500	132,825	221,500	$17,332.00	$248,735.00	**$27,235.00**	

CAPITAL IMPROVEMENT PLAN 2025-2030

PROJECT		FYE2025	FYE2026	FYE2027	FYE2028	FYE 2029	FYE2030
Pierce Street Alley							
West Maple Alley							
Willits Alley							
Wayfinding Kiosks							
Triange District							

CAPITAL IMPROVEMENT PROJECTS LONG-RANGE MASTER PLAN 2040

PROJECT							
Landon Area Streetscape							
Farmers Market Shed							

BUSINESS DEVELOPMENT COMMITTEE BUDGET - FYE2026

Project	FYE2024 Budget	FYE2025 Budget	FYE 2026 Budget	2025-2026 Variance	Notes
Workshops	$ 25,000.00	$ 25,000.00	$ 25,000	$ -	Merchant workshops/educational series/consulting
Market Data Tool	$ -	$ -	$ -	$ -	Buxton, Placer are $25K+ Currently leveraging other resources/partnerships.
Property Data Collection	$ 2,500.00	$ 2,500.00	$ 2,500	$ -	
Broker/Property Owner Round Tables (2x)	$ 2,500.00	$ 2,500.00	$ 2,500	$ -	
Recruitment (Travel/Research)	$ 5,000.00	$ 5,000.00	$ -	$ (5,000)	$5000 still allocated to this initiative, but captured under Conferences & Workshops Line Item in Administrative Budget
Business Anniversary Recognition Program	$ 5,500.00	$ 5,500.00	$ 8,000	$ 2,500	Increase of $500. Watercolors, Boosted Social Media, Recognition Event.
Video Features	$ -	$ -	$ -	$ -	Video edits in marketing budget
CRM/Messaging System	$ 3,600.00	$ 3,600.00	$ -	$ (3,600)	
CRM Implementation	$ 5,000.00	$ 5,000.00	$ -	$ (5,000)	
Recruitment/Promo Materials	$ 5,000.00	$ 5,000.00	$ 15,000	$ 10,000	New Business Packet Tabs/Folders. Templates. Gift baskets with QR codes to information to prospects.
Special Projects	$ 11,400.00	$ 11,400.00	$ 12,000	$ 600	
Incentive	$ 25,000.00	$ 25,000.00		$ (25,000)	
Micsellaneous	$ 9,500.00	$ 9,500.00	$ -	$ (9,500)	
TOTAL BUDGET	$100,000.00	$100,000.00	$65,000.00	**$ (35,000)**	***Reflects a total reduction of $35,000.**

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TOTAL EXPENDITURES BUDGET - FYE 2026						
Description	**FYE2024 Actual**	**FYE2025 Budget**	**FYE 2026 Budget**	**2025-2026 Variance**	**FYE 2027 Projected**	**Notes**
PERSONNEL SERVICES						
BSD Salaries & Wages	$ 294,008.00	$ 322,920.00	$ 348,634.00	$ 25,714.00	$ 347,034.00	
BSD Fringe Benefits	$ 96,932.00	$ 127,279.00	$ 113,829.00	$ (13,450.00)	$ 116,172.00	
DPS Salaries & Wages	$ 78,161.00	$ 113,190.00	$ 90,680.00	$ (22,510.00)	$ 92,460.00	
DPS Fringe Benefits	$ 44,611.00	$ 61,600.00	$ 49,990.00	$ (11,610.00)	$ 51,390.00	
PERSONNEL SERVICES TOTAL	**$ 513,712.00**	**$ 624,989.00**	**$ 603,133.00**	**$ (21,856.00)**	**$ 607,056.00**	
SUPPLIES						
Postage	$ -	$ 1,000.00	$ 1,800.00	$ 800.00	$ 1,800.00	
Operating Supplies	$ 1,092.97	$ 3,500.00	$ 3,500.00	$ -	$ 3,500.00	
SUPPLIES TOTAL	**$ 1,092.97**	**$ 4,500.00**	**$ 5,300.00**	**$ 800.00**	**$ 5,300.00**	
OTHER CHARGES						
Legal Services	$ 4,166.25	$ 3,000.00	$ 4,500.00	$ 1,500.00	$ 4,500.00	Increased 2026 and 2027 from $3000.
Audit	$ 801.00	$ 740.00	$ 800.00	$ 60.00	$ 860.00	
Other Contractual Services	$ 3,000.00	$ 50,000.00	$ -	$ (50,000.00)	$ -	
Snow Removal	$ 64,200.00	$ 80,000.00	$ 83,000.00	$ 3,000.00	$ 83,000.00	Contract ends in 2025. Go out to RFP for FYE 2026. Snow Removal $74,000 + Salting $9,000.
Website Maintenance	$ 14,300.00	$ 21,500.00	$ 10,000.00	$ (11,500.00)	$ 10,000.00	2026 and 2027 incresed from $6,500 to $10,000
Telephone	$ 1,518.06	$ 1,750.00	$ 1,750.00	$ -	$ 1,750.00	
Marketing & Advertising	$ 142,388.90	$ 186,410.00	$ 165,750.00	$ (20,660.00)	$ 165,750.00	Includes Marketing/Advertising, Promotional Marketing/Materials
Public Relations	$ 5,785.75	$ 22,100.00	$ 11,000.00	$ (11,100.00)	$ 11,000.00	Community Participation
Tenant Recruitment	$ 30,677.30	$ 100,000.00	$ 65,000.00	$ (35,000.00)	$ 65,000.00	
Special Events	$ 266,292.37	$ 259,000.00	$ 301,000.00	$ 42,000.00	$ 315,000.00	Event marketing costs removed and captured under Marketing & Advertising line item. 2027 represents a 5% increase over 2026.
Printing & Publishing	$ 44,173.56	$ 60,500.00	$ 61,000.00	$ 500.00	$ 61,000.00	
Equipment Maintenance	$ 1,489.27	$ 1,200.00	$ 1,500.00	$ 300.00	$ 1,500.00	
Maintenance Shopping District	$ 81,904.79	$ 82,050.00	$ 90,735.00	$ 8,685.00	$ 90,735.00	Includes: Holiday lights, holiday tree, hanging baskets, powerwasing, dog waste bags, containers
Equipment Rental/Lease	$ 31,604.30	$ 36,190.00	$ 37,100.00	$ 910.00	$ 38,030.00	Use of DPS equipment
Computer Equipment Rental	$ 36,980.04	$ 44,630.00	$ 49,090.00	$ 4,460.00	$ 54,000.00	Equipment use, IT staff time, software programs
Building/Facility Rent	$ 12,000.00	$ 12,000.00	$ 12,000.00	$ -	$ 12,000.00	
Training	$ 2,208.62	$ 3,000.00	$ 3,000.00	$ -	$ 3,000.00	
Memberships & Dues	$ 1,904.00	$ 3,000.00	$ 3,000.00	$ -	$ 3,000.00	
Conferences & Workshops	$ 4,402.37	$ 5,000.00	$ 5,000.00	$ -	$ 5,000.00	
Liability Insurance	$ 4,970.04	$ 5,170.00	$ 5,380.00	$ 210.00	$ 5,600.00	
Employee Parking	$ 2,000.00	$ 4,730.00	$ 6,000.00	$ 1,270.00	$ 6,000.00	Employee Parking increased from $4,730 to $6,000. $500/month x 12 months.
Administrative Charges	$ -	$ -	$ 30,930.00	$ 30,930.00	$ 31,860.00	Cost allocation for Treasury, Payroll, Human Resources, Finance
OTHER CHARGES TOTAL	**$ 756,766.62**	**$ 981,970.00**	**$ 947,535.00**	**$ (34,435.00)**	**$ 968,585.00**	
TOTAL OPERATING EXPENSES	**FYE 2024 Actual**	**FYE 2025 Budget**	**FYE 2026 Budget**	**2025-2026 Variance**	**FYE 2027 Projected**	**Notes**
PERSONNEL SERVICES	$ 513,712.00	$ 624,989.00	$ 603,133.00	$ (21,856.00)	$ 607,056.00	
SUPPLIES	$ 1,092.97	$ 4,500.00	$ 5,300.00	$ 800.00	$ 5,300.00	
OTHER CHARGES	$ 756,766.62	$ 981,970.00	$ 947,535.00	$ (34,435.00)	$ 968,585.00	
TOTAL OPERATING EXPENSES	**$ 1,271,571.59**	**$ 1,611,459.00**	**$ 1,555,968.00**	**$ (55,491.00)**	**$ 1,580,941.00**	
CAPITAL OUTLAY	**FYE 2024 Actual**	**FYE 2025 Budget**	**FYE 2026 Budget**	**2025-2026 Variance**	**FYE 2027 Budget**	**Notes**
Willits Alley	$ -	$ -	$ 75,000.00	$ 75,000.00	$ -	Willits Alley Design Phase 1. Do in phases across budget years? Use formal design firm, wall art, benches, lighting, etc. Reflected in the Maintenance Committee Budget.
Wayfinding Kiosks	$ -	$ -	$ -	$ -	$ 40,000.00	Waiting on estimate from ASI. Tracked under the Maintenance Committee Budget.
Social Media Special Project	$ -	$ -	$ 25,000.00	$ 25,000.00	$ -	Build/increase social media content, followers. Tracked under the Marketing Committee Budget.
Office Renovations	$ -	$ -	$ 10,000.00	$ 10,000.00	$ -	Remove wallpaper, paint, replace carpet, etc.
CAPITAL OUTLAY TOTAL		$ -	**$ 110,000.00**	**$ 110,000.00**	**$ 40,000.00**	
TOTAL EXPENDITURES	**$ 1,271,571.59**	**$ 1,611,459.00**	**$ 1,665,968.00**	**$ 54,509.00**	**$ 1,580,941.00**	

FUND SUMMARY - FYE 2026						
REVENUES	**FYE 2024 Actual**	**FYE 2025 Budget**	**FYE 2026 Projected**	**2025-2026 Variance**	**FYE 2027 Projected**	**Notes**
SPECIAL ASSESSMENT						
Special Assessment		$ 1,151,850.00	$ 1,184,350.00	$ 32,500.00	$ 1,214,230.00	95% collected in current year. Includes new properties: 300 South Old Woodward (capped), 370 East Brown, 479 South Old Woodward, 707 Worth.
Delinquent Special Assessment from Prior Year		$ 63,730.00	$ 69,720.00	$ 5,990.00	$ 71,680.00	5% collected in subsequent year + 15% penalty
TOTAL SPECIAL ASSESSMENT	**$ 1,201,500.00**	**$ 1,215,580.00**	**$ 1,254,070.00**		**$ 1,285,910.00**	
OTHER REVENEUE						
Charges for Services	$ 25,000.00	$ 25,000.00	$ 25,000.00	$ -	$ 25,000.00	Parking System Contribution
Interest & Rent (Investment Income)	$ 63,510.50	$ 36,000.00	$ 46,900.00	$ 10,900.00	$ 50,000.00	
Other Revenue (Sponsorships & Vendor Payments)	$ 235,644.00	$ 230,000.00	$ 230,000.00	$ -	$ 240,000.00	
Grants	$ 1,000.00	$ -	$ -	$ -	$ -	
Sundry & Miscellaneous	$ 238.51	$ -	$ -	$ -	$ -	
OTHER REVENUE TOTAL	**$ 325,393.01**	**$ 291,000.00**	**$ 301,900.00**	**$ 10,900.00**	**$ 315,000.00**	
TOTAL REVENUE	**$ 1,526,893.01**	**$ 1,506,580.00**	**$ 1,555,970.00**	**$ 49,390.00**	**$ 1,600,910.00**	
EXPENDITURES	**FYE 2024 Actual**	**FYE 2025 Budget**	**FYE 2026 Projected**	**2025-2026 Variance**	**FYE 2027 Projected**	**Notes**
Personnel Services	$ 513,712.00	$ 624,989.00	$ 603,133.00	$ (21,856.00)	$ 607,056.00	
Supplies	$ 1,092.97	$ 4,500.00	$ 5,300.00	$ 800.00	$ 5,300.00	
Other Charges	$ 756,766.62	$ 981,970.00	$ 947,535.00	$ (34,435.00)	$ 968,585.00	
EXPENDITURES TOTAL	**$ 1,271,571.59**	**$ 1,611,459.00**	**$ 1,555,968.00**	**$ (55,491.00)**	**$ 1,580,941.00**	
CAPITAL IMPROVEMENT/SPECIAL PROJECTS						
Office Renovations	$ -	$ -	$ 10,000.00	$ 10,000.00	$ -	
Willits Alley	$ -	$ -	$ 75,000.00	$ 75,000.00	$ -	
Social Media	$ -	$ -	$ 25,000.00	$ 25,000.00	$ -	
Wayfinding	$ -	$ -	$ -	$ -	$ 40,000.00	
CAPITAL IMPROVEMENT/SPECIAL PROJECTS TOTAL	**$ -**	**$ -**	**$ 110,000.00**	**$ 110,000.00**	**$ 40,000.00**	
	FYE 2024 Actual	**FYE 2025 Budget**	**FYE 2026 Projected**	**2025-2026 Variance**	**FYE 2027 Projected**	**Notes**
REVENUES OVER (UNDER) EXPENDITURES		**$ (104,879.00)**	**$ (109,998.00)**	**$ (5,119.00)**	**$ (20,031.00)**	Expenditures + Capital/Special Projects = $1,665,968
BEGINNING FUND BALANCE		**$ 1,327,452.00**	**$ 1,222,573.00**	**$ (104,879.00)**	**$ 1,112,575.00**	
ENDING FUND BALANCE		**$ 1,222,573.00**	**$ 1,112,575.00**	**$ (109,998.00)**	**$ 1,092,544.00**	

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
- Farmer's Market Social Media: 78,600 reach, 35,900 profile visits (+16%), 872 net new Facebook followers (+21%), 1,000 net new Instagram followers

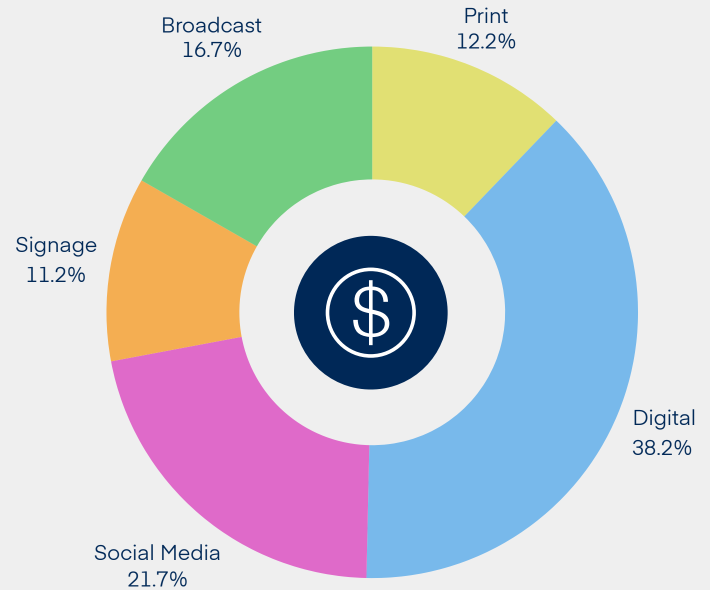
WEBSITE PERFORMANCE

- 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%).

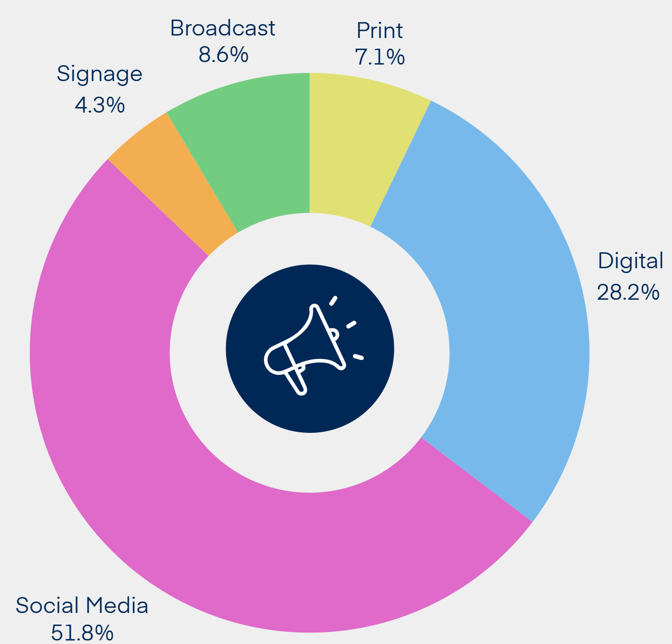
HIGHLIGHTS

- 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

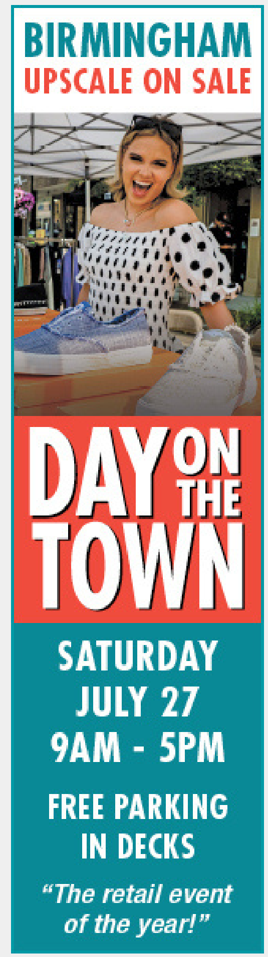



ZIP IN TO DOWNTOWN BIRMINGHAM!
BRRmingham
BLAST EVENT
January 27
• Zip Line • Food Trucks
• Marshmallow Roasting
• Activities • Retail Sales
BIRMINGHAM
SHOPPING DISTRICT
FREE 2-HR PARKING IN DECKS


BIRMINGHAM
FARMERS MARKET
SPONSORS
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
ALLINBirmingham.com/farmersmarket
660 N. OLD WOODWARD


BIRMINGHAMBURGER
THE MOST DELICIOUS COMPETITION IN TOWN
OCTOBER 1 – 31
ALLINBirmingham.com/Burger
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 ALLINBirmingham.com/burger for details.
BIRMINGHAM
SHOPPING DISTRICT
BIRMINGHAM SHOPPING DISTRICT
@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
VIEW CALENDAR
ALLINBirmingham.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!"

Marketing and Advertising Committee Meeting Minutes

151 Martin Street, Conference Rooms 202 & 203

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

In Attendance:	J. Lundberg, A. Pohlod, C. Quezada, S. Wolf, B. Bouscher, E. Miller, S. Hunter
Absent:	J. Sloan, Z. Kay, E. Bassett
Guests:	A. Gill and C. Kruemmer with SEEN Media Group

Approval of Minutes:
Motion by A. Pohlod seconded by J. Lundberg, to approve the minutes dated January 8, 2025. All ayes, motion approved.

Public Comment: None

SEEN Influencer Project Brainstorm:
Amy Gill and Carol Kruemmer with SEEN Media Group presented a draft content calendar. The committee asked Gill to provide a breakdown of costs for each influencer selected as the next step.

Spring Fashion:
The committee inquired whether the budget for the SEEN spring fashion video should be used elsewhere if there are budget constraints.

The 2024 Year-End Marketing Report:
Hunter shared a snapshot of the year-end marketing report for 2024. The highlights revealed that there was a year-over-year increase in social media engagement and website traffic attributed to new events, digital advertising volume/shift, and new tactics.

Ongoing Updates:
Hunter, in Bassett's absence, shared with the committee several updates.

Website: The GeoCentric website updates continue with the BSD uploading images and assets while GeoCenteric continues working on the backend.
Bureau Detroit Videos: The 2024 videos can be used and repurposed for 2025.
Style Guide: The style guide may be updated as GeoCentric makes recommendations.

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

Maintenance/Capital Improvement Committee Meeting Minutes
151 Martin Street Conference Rooms 202 & 203
February 11, 2025

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

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

Approval of Minutes: Motion by Fehan, seconded by Quintal, to approve the minutes dated January 21, 2025. All ayes, motion passed.

Public Comment: No public comment.

Snow Removal RFP
The committee did a final review of the Snow Removal RFP. Bassett reported that the RFP was reviewed and approved by Legal, DPS and Engineering. Motion by Lipari, seconded by Fehan to post the RPF as specified.

Alley Discussion
The committee discussed some challenges with the lighting installation agreement for Pierce and West Maple alleys. BSD staff will proceed with purchasing the light fixtures in small quantities as needed and offer a reimbursement for installation.

The meeting adjourned at 8:47 a.m.

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

Business Development Committee Meeting Minutes
151 Martin Street, Conference Room 202
February 25, 2025, at 8:30 a.m.

J. Hockman called the meeting to order at 8:32 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 McKenzie, to approve the minutes from January 28, 2025. All ayes. Motion passed.

Business Recruitment and Retention
- **Quarterly Timeline/Benchmarks**: Bassett reported that all target property owner meetings were scheduled, with the first meeting occurring on February 24, for which Bassett and Sharrak provided an update.
- **Target Categories/List:** Committee to make updates and comments on the current list. BSD staff to categorize by size and research real estate/decision maker contacts within the target businesses.
- **Available Spaces Report:** The committee reviewed the report and discussed a new method of sorting.
- **New Business Report:** The committee reviewed the report and a status of businesses scheduled to open.
- **Digital Marketing/Social Media Consultant:** Bassett reported that Keep it Real Social provided consulting services to approximately 15 businesses on February 6 and 7, 2025. The committee agreed to have Keep it Real Social return for a 1-day consulting in the late-summer/early-fall timeframe.

Other Business
- **Conferences:** The committee will discuss ICSC Las Vegas (May) at the March 18 meeting.
- **Window Coverings:** Bassett reported that BSD staff is awaiting communication from the property owner.
- **Merchant Meetings/Workshops:** Bassett provided a tentative schedule of March, June, September and October. The committee reviewed the workshop proposal and topics proposal from Prodio, and would like to move forward with two workshops.

Meeting adjourned at 9:36 a.m.

NEXT MEETING DATE – March 18, 2025, at 8:30 a.m.

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

MARCH 2025

Office Occupancy Rate 88%

Retail Occupancy Rate 98%

Name of Business	Property Address	Street Name	Notes	Date of notification	Scheduled to Open/Moved/Opened in last 12 months
Drop O2	230	Merill Street, East	Mens	02/24/25	Scheduled to Open
Laser Away Medical Group	135	Maple Road, East	Medical	02/04/25	Scheduled to Open
Banya	555	Old Woodward, South, Suite 27L	Health/Wellness	02/04/25	Scheduled to Open
Bobbles and Lace	244	Maple Road, East	Apparel - Women	02/04/25	Scheduled to Open
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

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

MARCH 2025

Office Occupancy Rate 88%

Retail Occupancy Rate 98%

Name of Business	Property Address	Street Name	Notes	Date of notification	Scheduled to Open/Moved/Opened in last 12 months
The Shops on Townsend	107	Townsend Street	Muliple Retailers	10/29/24	Opened
Café Origins	163	Maple Road, West	Food Specialties	10/15/24	Opened
Modern Aesthetics + Skin	144	Maple Road, West	Medical	07/11/24	Opened
Birmingham Psychic Crystal Gallery	534	Old Woodward, North	Specialty Retailers	06/25/24	Opened
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

Executive Committee Meeting Minutes

Birmingham City Hall, 151 Martin Street, Conference Room 202

February 26, 2025, at 8:30 a.m.

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

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

Approval of Minutes: Motion by Fehan, seconded by Ecker, to approve the minutes dated January 30, 2025. All ayes. Motion passed.

Public Comment: None

Board Anticipated Action Items & Presentations

- **FYE2026 Budget:** The committee reviewed the final budget draft and requested two edits to the special/capital improvement projects be made before presenting to the BSD Board for approval on March 6.
- **Sponsorship Requests:** The committee reviewed several sponsorship requests that will be presented to the BSD Board on March 6.

Updates:

- **Snow Removal RFP:** Bassett advised that the RFP was posted on February 17 with a deadline of March 17 at noon.

Meeting adjourned at 9:44 a.m.

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

FREE PARKING REPORT

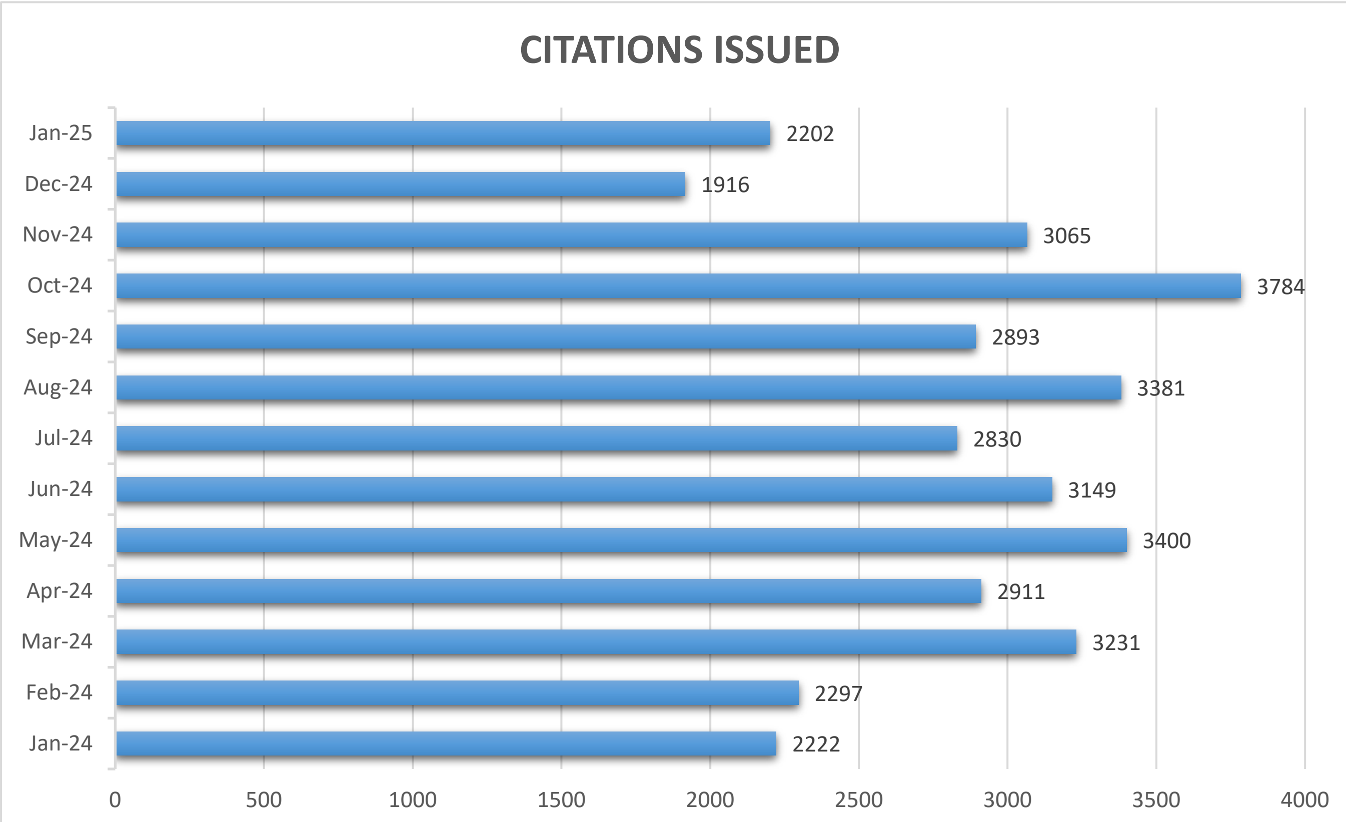
December 2024

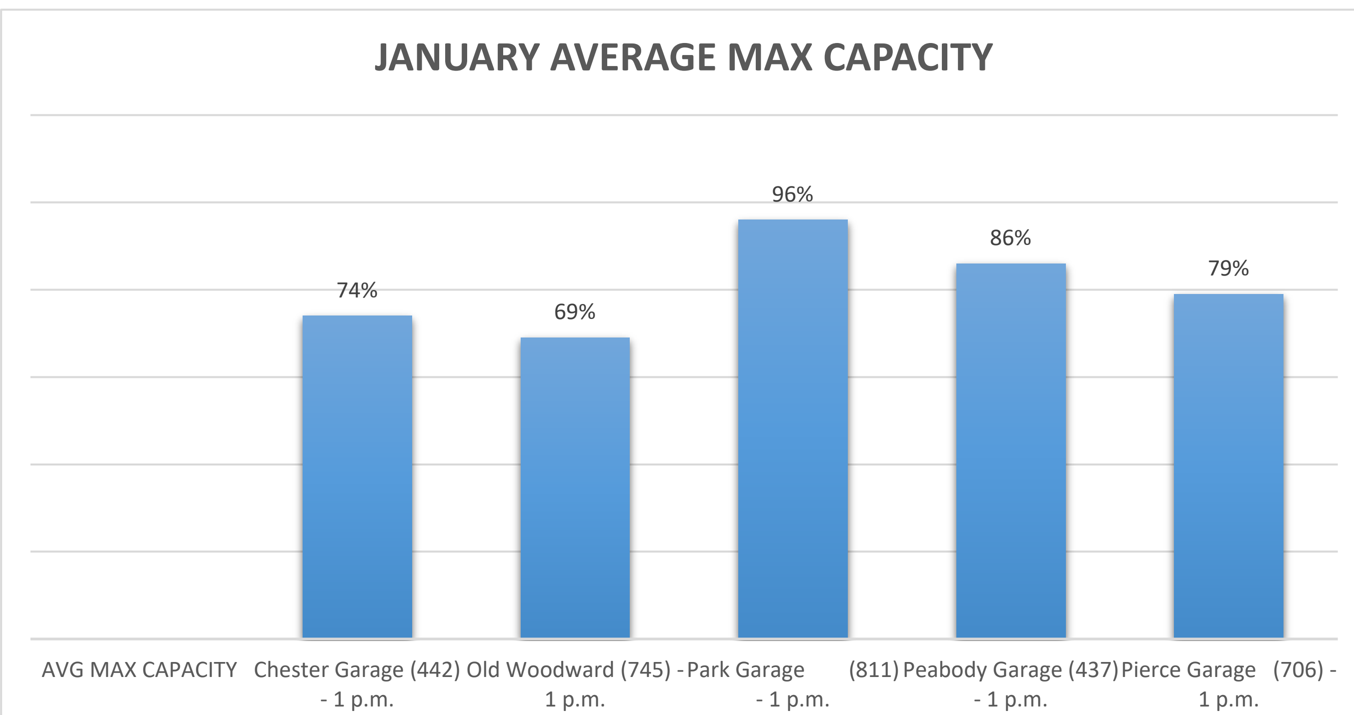
GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE		Paying cars	Rate per
CHESTER	6,199	3,250	$18,194.00	52%		2,949	$6.17
OLD WOODWARD	13,436	7,096	$56,752.00	53%		6,340	$8.95
PARK	21,381	10,484	$59,644.00	49%		10,897	$5.47
PEABODY	26,426	16,011	$48,394.00	61%		10,415	$4.65
PIERCE	25,273	11,211	$83,740.00	44%		14,062	$5.96
TOTALS	**92,715**	**48,052**	**$266,724.00**				

January 2025

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE		Paying cars	Rate per
CHESTER	4,324	1,956	$15,406.00	45%		2,368	$6.51
OLD WOODWARD	10,159	5,001	$33,266.00	49%		5,158	$6.45
PARK	16,521	7,867	$52,330.00	48%		8,654	$6.05
PEABODY	21,479	13,357	$41,728.00	62%		8,122	$5.14
PIERCE	17,832	7,067	$70,948.00	40%		10,765	$6.59
TOTALS	**70,315**	**35,248**	**$213,678.00**				

JANUARY PARKING REPORT





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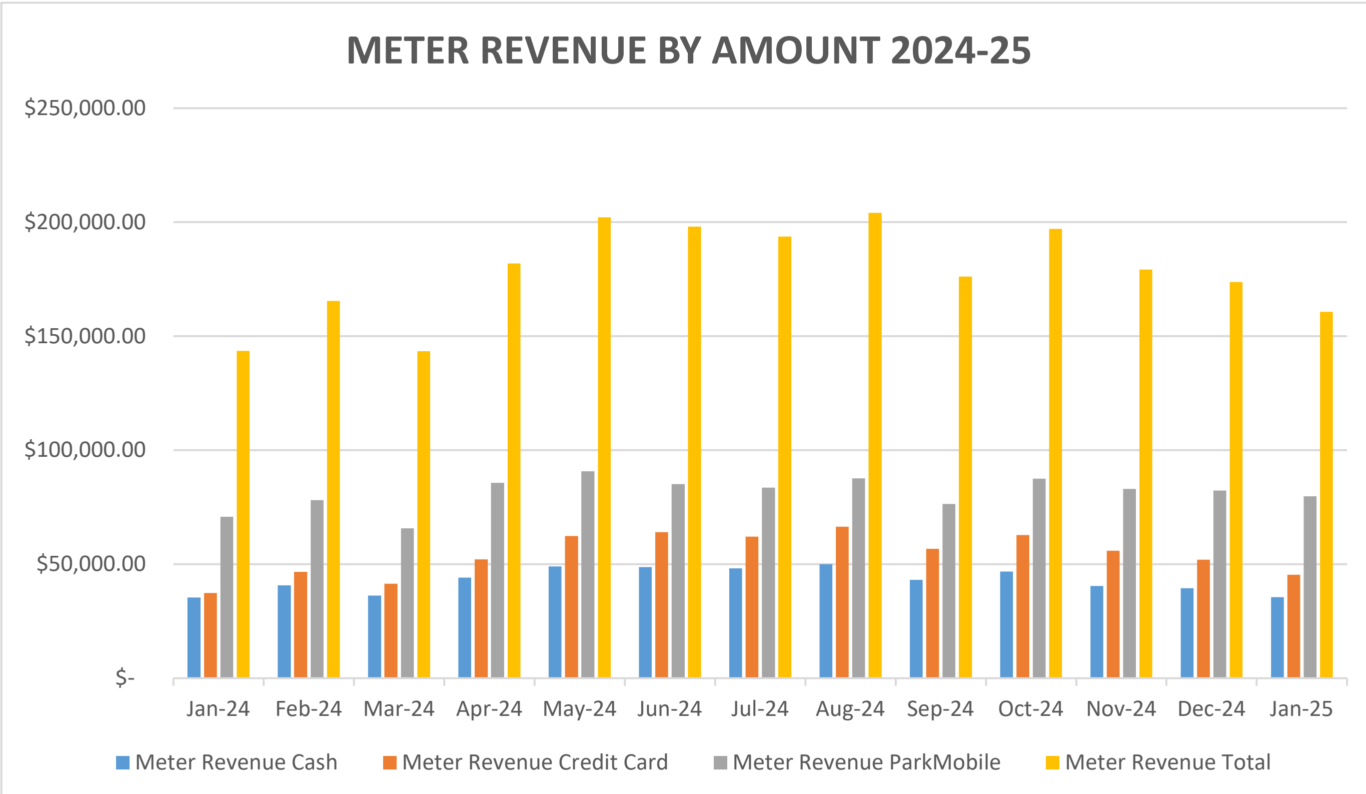

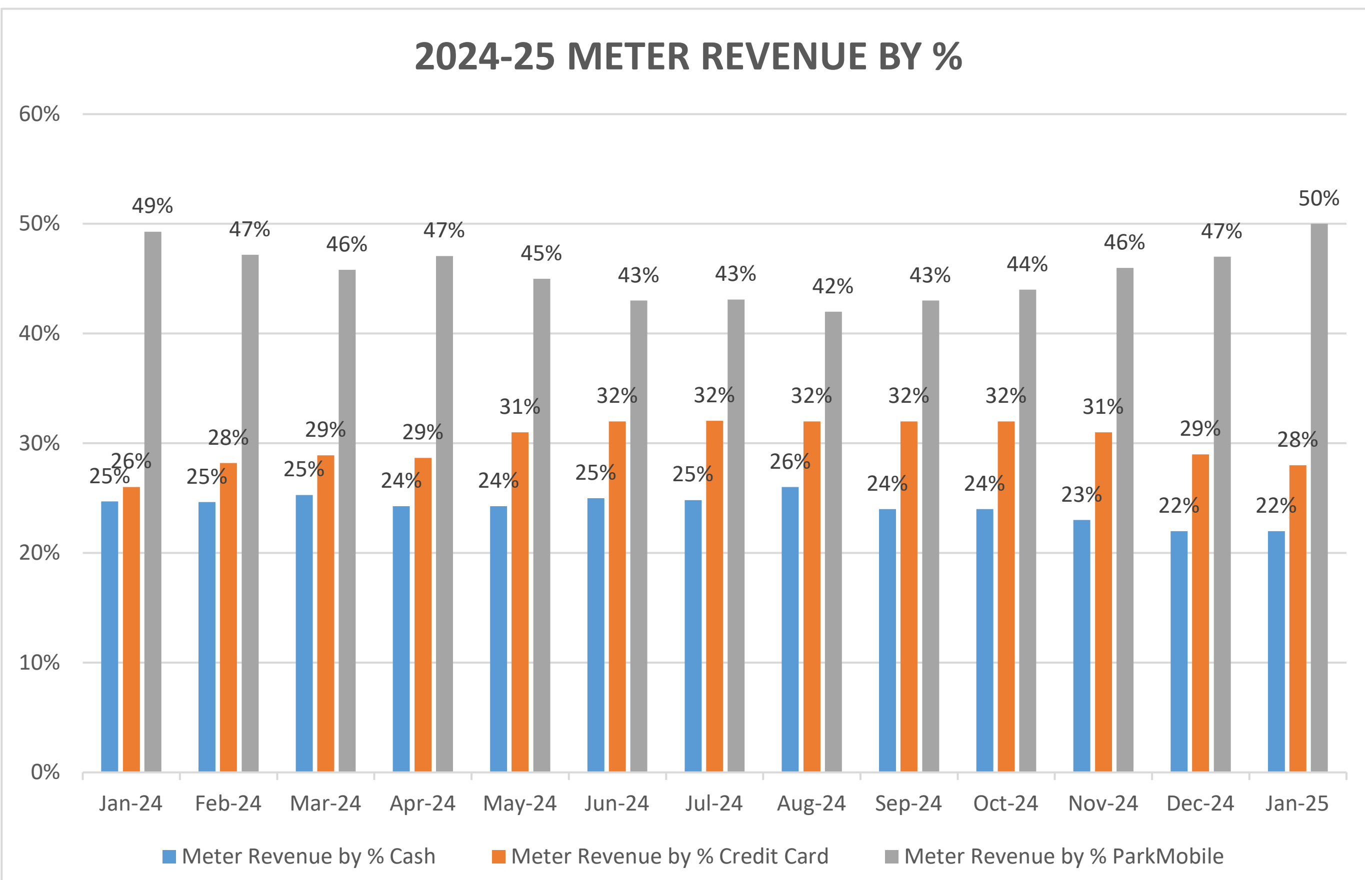

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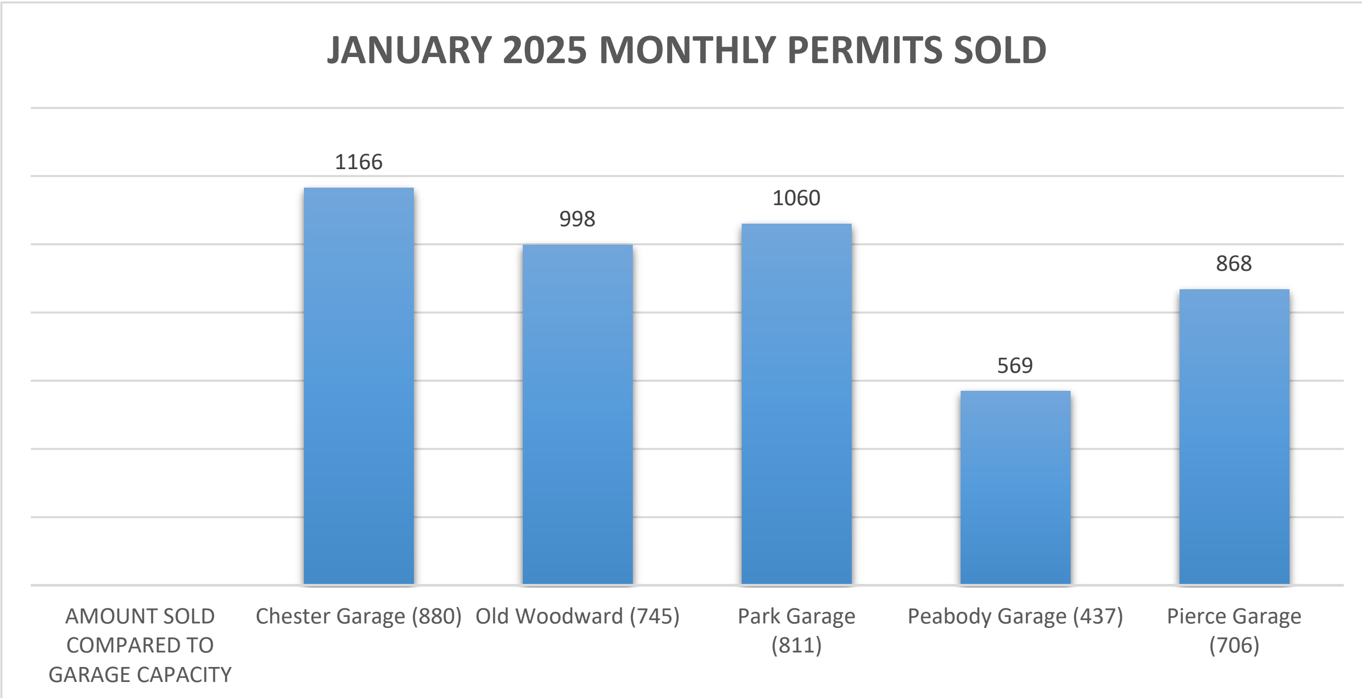

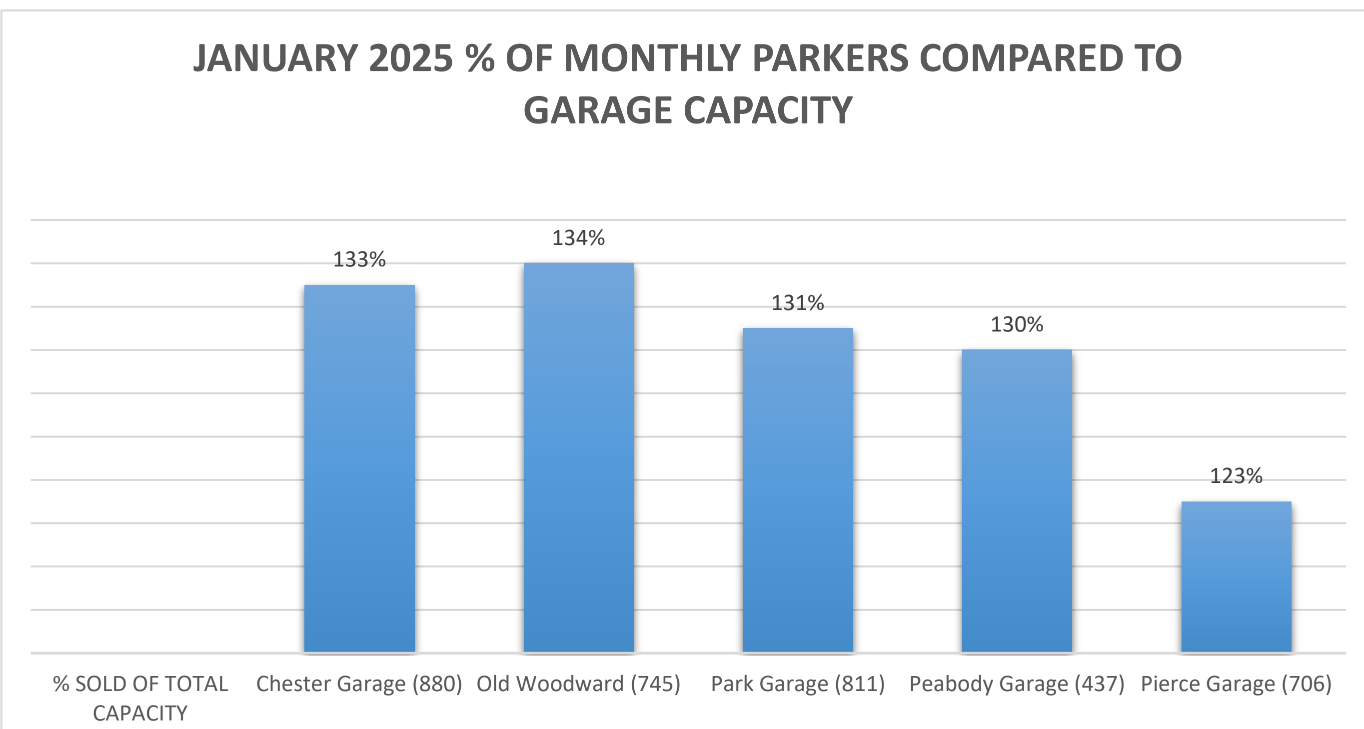

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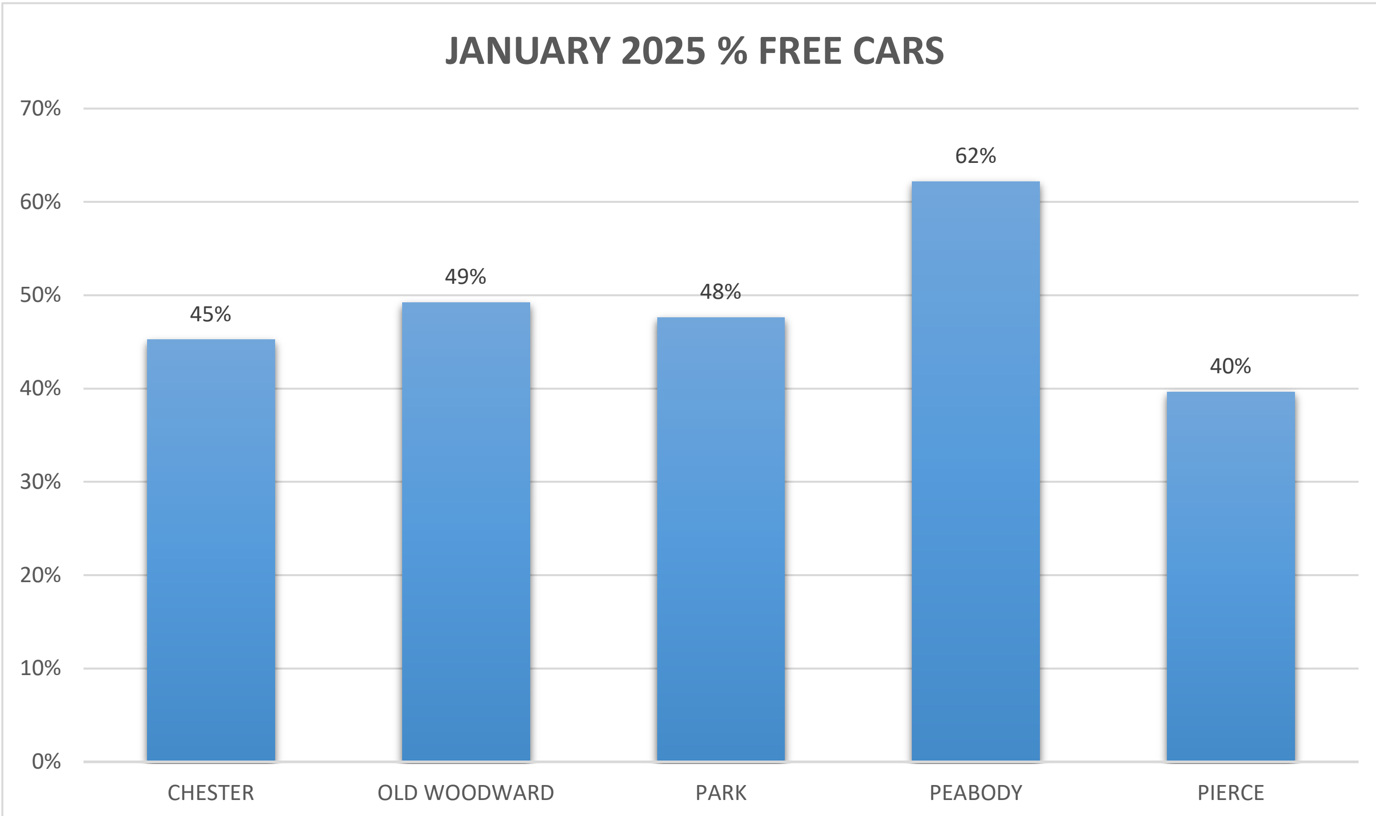

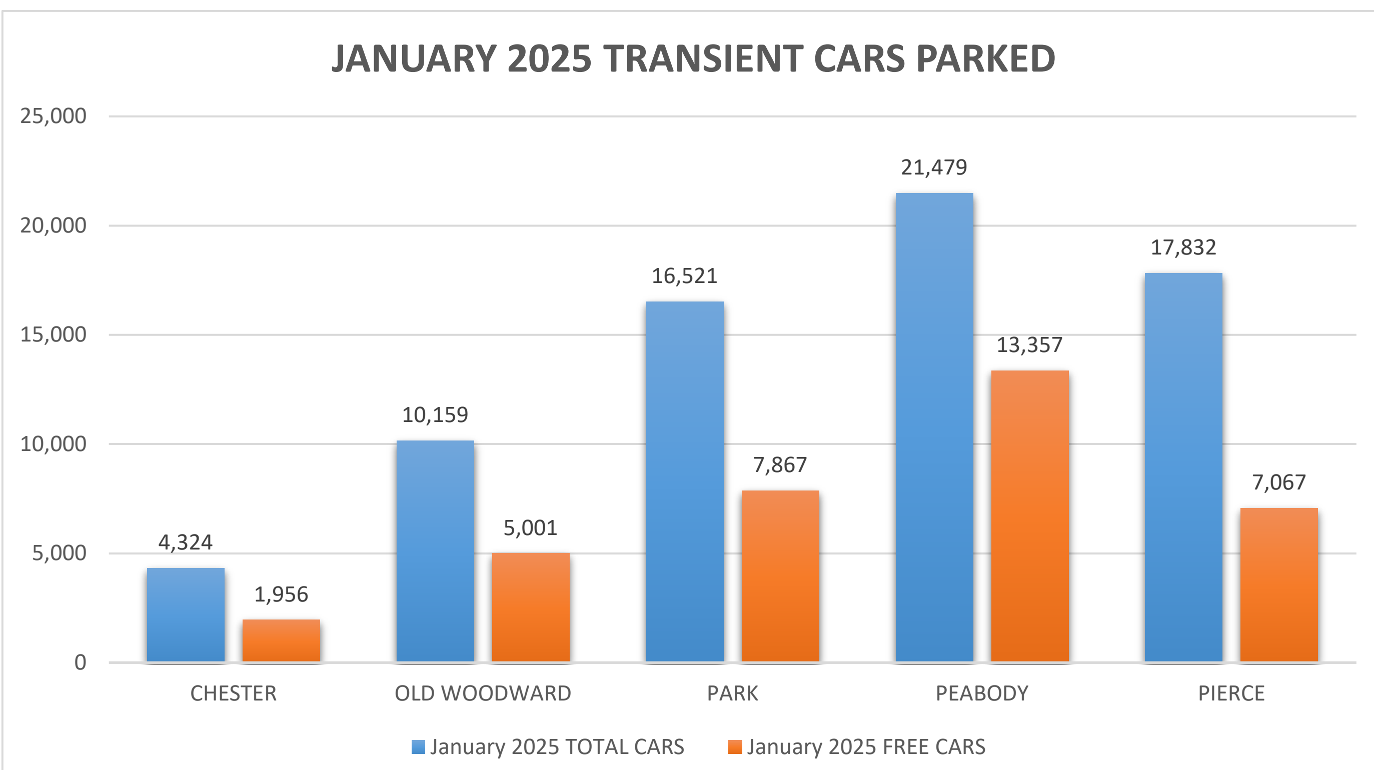

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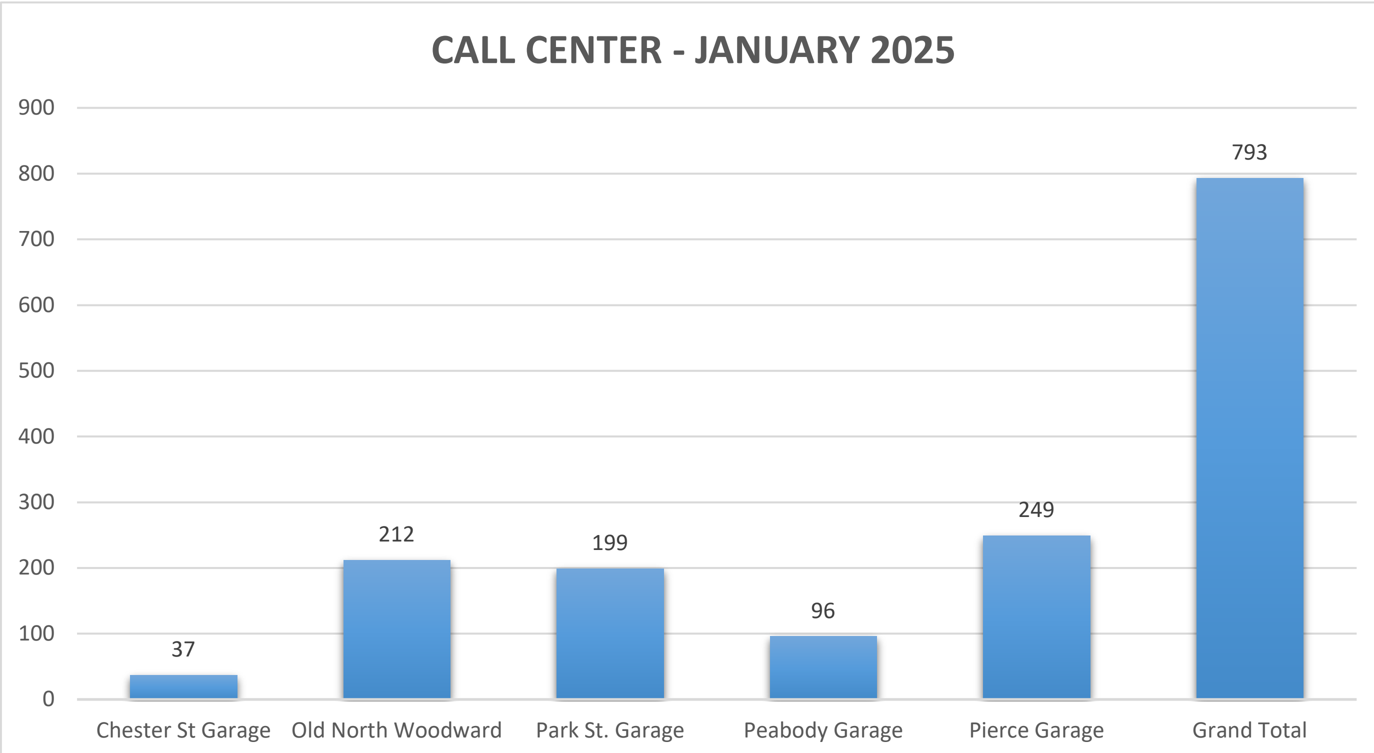
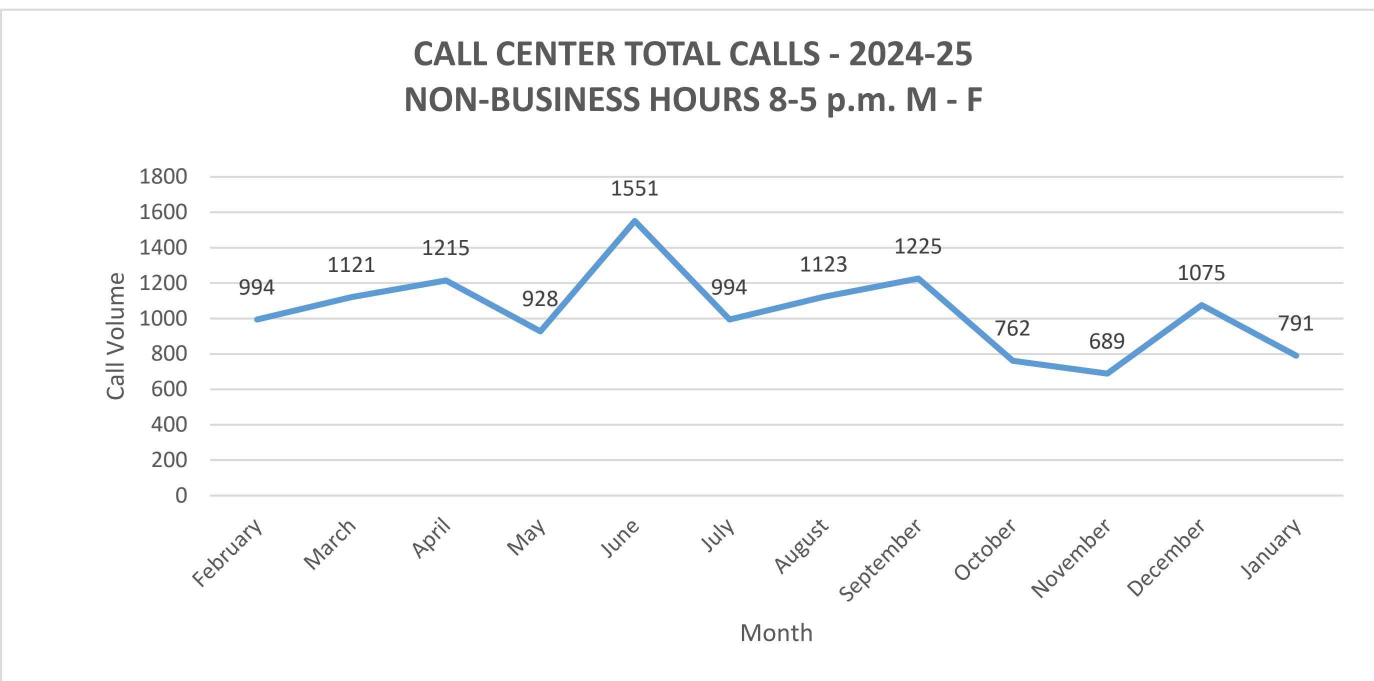




Oakland County Tourism & Attraction Strategic Plan

Scan for more information!

The Oakland County Department of Economic Development is embarking on a process to develop a comprehensive Tourism & Attraction Strategic Plan. The county recognizes the important role that tourism and related business attraction and retention has on the local economy and promoting vibrant communities.

Strategic Plan Goals

Determine sustainable models for tourism development and management.

Quantify the value and impact of tourism in the County.

Chart actionable strategies to attract new visitors, residents, businesses, and employees; and extend visitor stays by enhancing experiences, products, mobility and marketing.

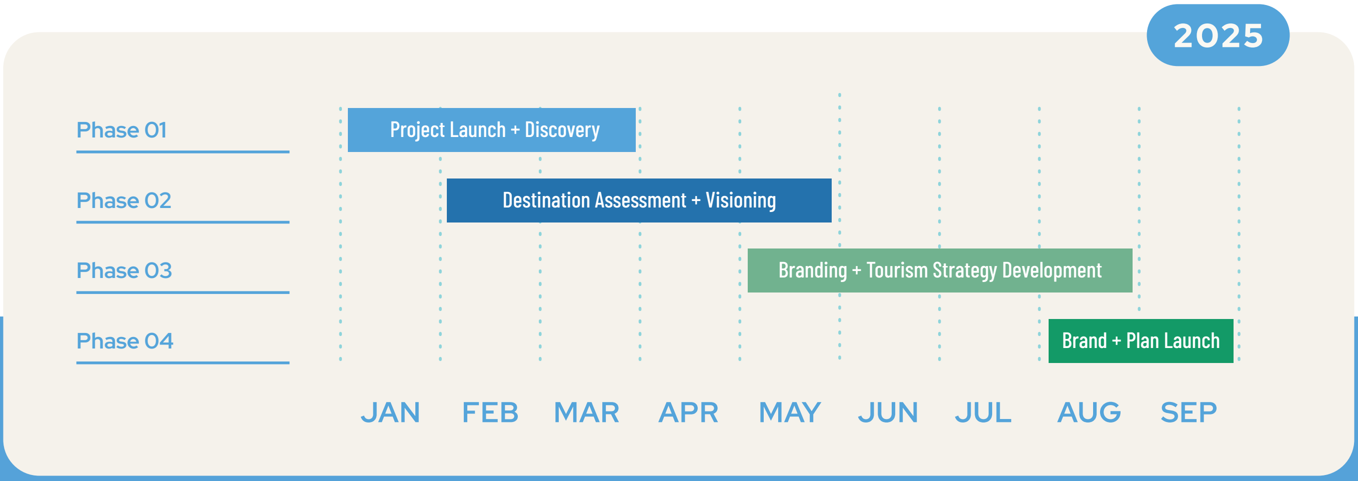
Identify options for the County's tourism brand messaging, positioning, and visual identity.

Process & Schedule

What does the process look like?

The County will be supported by a project Steering Committee representing business, government and non-profit sectors. In addition to the Steering Committee, other participants will be engaged through individual interviews, focus groups, public meetings, and surveys.

A 10-month stakeholder-driven process with opportunities for your involvement along the way:



For More Information:

Check out **visitoaklandcounty.com**
Want to receive updates throughout the process?
Sign up on the project web page.

How to Get Involved:

Please contact:
Ryan Dividock | dividockr@oakgov.com | 248.858.4071

The County encourages participation from residents and community stakeholders as your input will shape the project's outcomes and recommendations.

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 MTG	SPEC MTG	Total Mtgs. Att.	Total Absent	Percent Attended Available
REGULAR MEMBERS																	
Jana Ecker	A	CP													0	1	0%
Beth Hussey	P	CP													1	0	100%
Zachery Kay	P	CP													1	0	100%
Jessica Lundberg	P	CP													1	0	100%
Mike McKenzie	P	CP													1	0	100%
Amy Pohlod	P	CP													1	0	100%
Bill Roberts	P	CP													1	0	100%
Julie Sloan	A	CP													0	1	0%
Sam Surnow	A	CP													0	1	0%
Michele Taddei	P	CP													1	0	100%
Sloane Wolf	P	CP													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	CP													1	0	100%
Sarvy Lipari	P	CP													1	0	100%
Present or Available	**8**	**11**	0	0	0	0	0	0	0	0	0	0	0	0%			

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

Department Head Signature

Birmingham Shopping District Board and Committee Meetings 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