Birmingham Shopping District Agenda
Thursday, April 3, 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.

Call to order and Roll Call of Board

1. Recognition of Visitors
2. Receive and File Finance Reports
3. Consent Agenda
    a. Approval of BSD Board Minutes – March 6, 2025
    b. Approval of Vouchers – March 2025
4. New Business
    a. 2025/2026 Advertising Contracts
5. Presentations
    a. Grant Check Presentation from MSOC/MSUFCU
6. Old Business
7. Reports
    a. Committee Reports:
        i. Special Events – Kay
        ii. Marketing and Advertising – Lundberg
        iii. Maintenance and Capital Improvements – Lipari
        iv. Business Development – Surnow
        v. Executive Board – Pohlod
    b. Wayfinding Committee – Fehan
    c. Advisory Parking Committee – Taddei
    d. Executive Director Report – Bassett
8. Information: Other Announcements, Attendance, & Monthly Meeting Schedule
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
ALLINBirmingham.com

BOARD AGENDA OVERVIEW
April 3, 2025

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

Finance Reports

File and receive the financial reports for the period ending February 28, 2025.

Consent Agenda Items

Motion: To approve the consent agenda for April 3, 2025, as presented.

a. Minutes
   Minutes from the March 6, 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 March 2025.

New Business

a. 2025/2026 Advertising Contracts

Presentations

a. MSOC/MSUFCU Grant Presentation

Old Business

Executive Director Report

Budget/Assessment:
The FYE 2026 budget will be presented at the April 26, 2025 City Commission budget hearing.

InterFace Michigan Retail Conference:
Bassett was invited to speak on the Economic Development panel at the annual Michigan Retail Conference at the Townsend Hotel on March 17. Bassett represented the Birmingham Shopping District and presented alongside representatives from the Downtown Detroit Partnership, Oak Park and Farmington Hills.

Merchant Meeting: The BSD hosted its first Merchant Meeting of the year in collaboration with the Baldwin Public Library. Attendees had an opportunity to see the newly renovated library

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entrance and hear more about some of the small business and community resources offered by the library including access to market data, publications, training resources and the IDEA lab services. Additional Merchant Meetings are planned for June 4, August 6 and October 22 and will include a 45-minute workshop on a variety of topics.

Special Events:

- **Spring Stroll:** The Spring Stroll event will take place on Saturday, April 12, 2025. Approximately 20 businesses are participating and there are over 300 registered attendees.
- **Farmers Market:** Farmers Market's *Opening Day Celebration* is on Sunday, May 4, 2025. The season will continue each Sunday through October 26, 2025. This year, the market has received a record number of vendor applications and we expect an average of 50 vendors each week, an increase from last year. The *Second Sundays* wellness initiative will continue and six special event days will be hosted throughout the season.

Marketing and Public Relations:

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

Conferences/Workshops:

- **April:** National Main Street Conference: Sunday, April 6 – Wednesday, April 9

Tourism:

Bassett continues to participate on the Steering Committee for the Oakland County *Tourism and Attraction Strategic Plan* initiative. More details are available at visitoaklandcounty.com/strategic-plan. The BSD's Tourism Advisory Group's next scheduled meeting is on April 10, 2025.

Other Notes:

- The April Maintenance & Capital Improvements Committee meeting has been rescheduled from April 8, 2025 to April 15, 2025.
- Bassett will be on vacation April 16-22, 2025.

BALANCE SHEET
Period Ending 02/28/2025

Fund 235.0 PRINCIPAL SHOPPING DISTRICT

GL Number	Description	Balance
*** Assets ***		
235.0-000.000-005.0000	CASH AND INVESTMENTS	1,357,031.95
235.0-000.000-036.0000	MISCELLANEOUS	4,540.00
235.0-000.000-045.0902	A/R PSD SAD 2024-2025	817,204.82
235.0-000.000-047.0901	PSD 2023-2024 DELQ SAD	39,870.74
	Total Assets	**2,218,647.51**
*** Liabilities ***		
235.0-000.000-200.0000	SUSPENSE ACCOUNT	2,379.49
235.0-000.000-202.0000	ACCOUNTS PAYABLE	29,873.91
235.0-000.000-255.0001	GIFT CERTIFICATES	600.00
235.0-000.000-362.0300	DEFERRED INFLOWS - MISCELLANEOUS I	4,540.00
235.0-000.000-362.0700	DEFERRED INFLOWS - SPECIAL ASSESSM	817,204.82
235.0-000.000-362.0800	DEFERRED INFLOWS - DELQ SPECIAL AS	39,870.74
	Total Liabilities	**894,468.96**
*** Fund Balance ***		
235.0-000.000-390.0000	RETAINED EARNINGS	1,580,290.34
	Total Fund Balance	**1,580,290.34**
	Beginning Fund Balance	**1,580,290.34**
	Net of Revenues VS Expenditures	**(256,111.79)**
	Ending Fund Balance	**1,324,178.55**
	Total Liabilities And Fund Balance	**2,218,647.51**

GL NUMBER	DESCRIPTION	2023-24 AMENDED BUDGET	END BALANCE 06/30/2024	2024-25 AMENDED BUDGET	ACTIVITY FOR MONTH 02/28/25	YTD BALANCE 02/28/2025	% 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 - F	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-000.000-452.0887	PSD 2021-2022	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-000.000-452.0900	PSD 2022-2023	0.00	27,112.43	0.00	0.00	0.00	0.00	0.00
235.0-000.000-452.0901	PSD 2023-2024	1,201,500.00	1,146,146.20	59,550.00	11,663.62	23,859.86	40.07	0.00
235.0-000.000-452.0902	PSD 2024-2025	0.00	0.00	1,143,160.00	356,938.62	395,265.52	34.58	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	368,602.24	419,125.38	34.85	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	3,755.46	30,222.58	83.95	0.00
INTEREST AND RENT		5,420.00	63,510.50	36,000.00	3,755.46	30,222.58	83.95	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	10,600.00	175,060.87	76.11	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	10,600.00	175,060.87	76.11	0.00
Total Dept 000.000		1,562,924.35	1,499,268.82	1,556,329.17	382,957.70	649,408.83	41.73	0.00
TOTAL REVENUES		1,562,924.35	1,499,268.82	1,556,329.17	382,957.70	649,408.83	41.73	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 02/28/25	YTD BALANCE 02/28/2025	% 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	4,738.84	47,369.60	120.32	0.00
235.0-441.005-702.0002	OVERTIME PAY	18,240.00	24,709.33	24,730.00	1,192.48	15,829.46	64.01	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	435.62	4,732.70	96.19	0.00
235.0-441.005-711.0002	HOSPITALIZATION	15,520.00	14,657.57	10,740.00	1,899.54	12,851.44	119.66	0.00
235.0-441.005-711.0003	LIFE INSURANCE	210.00	261.77	170.00	21.17	207.71	122.18	0.00
235.0-441.005-711.0004	RETIREE HEALTH CARE CONTRIBUTI	6,600.00	4,339.59	4,230.00	349.11	2,886.81	68.25	0.00
235.0-441.005-711.0005	DENTAL/OPTICAL	730.00	896.45	610.00	116.93	822.84	134.89	0.00
235.0-441.005-711.0006	ST/LT DISABILITY INSURANCE	620.00	653.64	600.00	52.66	539.30	89.88	0.00
235.0-441.005-711.0007	WORKER'S COMPENSATION	1,490.00	1,456.09	1,160.00	114.15	1,175.98	101.38	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	5,127.36	66.59	0.00
235.0-441.005-711.0011	HRA CONTRIBUTIONS	60.00	60.00	70.00	0.00	69.00	98.57	0.00
235.0-441.005-711.0012	RETIREMENT DEFINED CONTRIBUTIC	3,510.00	6,246.71	5,400.00	509.58	5,278.66	97.75	0.00
235.0-441.005-711.0013	RET HLTH SVGS CONTR EMPLR	1,140.00	1,636.23	670.00	138.69	1,475.33	220.20	0.00
PERSONNEL SERVICES		125,100.00	122,771.52	100,540.00	10,209.69	98,553.69	98.02	0.00
OTHER CHARGES								
235.0-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	44,630.00	31,604.30	36,190.00	2,771.32	25,790.44	71.26	0.00
OTHER CHARGES		44,630.00	31,604.30	36,190.00	2,771.32	25,790.44	71.26	0.00
Total Dept 441.005 - DOWNTOWN MAINTENANCE		169,730.00	154,375.82	136,730.00	12,981.01	124,344.13	90.94	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	24,462.23	211,055.83	65.66	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
235.0-720.000-703.0000	ADMINISTRATION COST	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-720.000-711.0000	LABOR BURDEN	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-720.000-711.0001	FICA	26,150.00	21,925.70	24,590.00	1,820.73	15,691.70	63.81	0.00
235.0-720.000-711.0002	HOSPITALIZATION	67,460.00	47,477.85	70,710.00	4,229.37	26,531.02	37.52	0.00
235.0-720.000-711.0003	LIFE INSURANCE	950.00	731.60	580.00	72.34	596.80	102.90	0.00

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Fund 235.0 - PRINCIPAL SHOPPING DISTRICT								
Expenditures								
235.0-720.000-711.0004	RETIREE HEALTH CARE CONTRIBUTI	5,170.00	5,163.96	6,540.00	535.25	4,282.00	65.47	0.00
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	657.28	62.60	0.00
235.0-720.000-711.0007	WORKER'S COMPENSATION	1,080.00	929.80	1,190.00	77.06	666.15	55.98	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	5,902.64	66.62	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	(11,176.70)	(5,079.49)	(48.56)	0.00
235.0-720.000-711.0013	RET HLTH SVGS CONTR EMPLR	1,820.00	1,444.54	1,830.00	(3,732.73)	(2,717.73)	(148.51)	0.00
PERSONNEL SERVICES		467,380.00	390,938.87	450,200.00	17,105.06	258,000.63	57.31	0.00
OTHER CHARGES								
235.0-720.000-801.0200	LEGAL SERVICES	3,120.00	4,166.25	3,000.00	144.25	1,291.00	43.03	0.00
235.0-720.000-802.0100	AUDIT	740.00	801.00	740.00	0.00	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	10,700.00	42,800.00	80.25	21,400.00
235.0-720.000-829.0200	WEB SITE MAINTENANCE	19,000.00	14,300.00	30,100.00	1,505.00	21,534.99	104.72	9,985.00
235.0-720.000-851.0000	TELEPHONE	1,750.00	1,518.06	1,750.00	149.79	1,226.19	70.07	0.00
235.0-720.000-881.0000	MARKETING & ADVERTISING	189,995.00	142,388.90	191,597.01	5,282.10	119,259.06	77.32	28,890.02
235.0-720.000-882.0000	PUBLIC RELATIONS	8,000.00	5,785.75	13,500.00	0.00	2,993.14	22.17	0.00
235.0-720.000-883.0000	TENANT RECRUITMENT	106,620.00	30,677.30	101,357.51	8,353.87	18,800.05	22.76	4,270.00
235.0-720.000-888.0000	SPECIAL EVENTS	260,180.00	266,292.37	259,050.00	1,222.66	225,066.12	92.47	14,475.04
235.0-720.000-901.0000	PRINTING & PUBLISHING	55,000.00	44,173.56	67,500.00	849.32	25,519.98	37.81	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	694.33	57.86	0.00
235.0-720.000-935.0200	MAINTENANCE SHOPPING DIST	117,379.35	81,904.79	87,574.65	2,915.82	13,134.52	32.72	15,520.00
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	29,753.36	66.67	0.00
235.0-720.000-944.0000	BUILDING OR FACILITY RENT	12,000.00	12,000.00	12,000.00	1,000.00	8,000.00	66.67	0.00
235.0-720.000-957.0100	TRAINING	3,000.00	2,208.62	3,000.00	0.00	0.00	0.00	0.00
235.0-720.000-957.0300	MEMBERSHIPS AND DUES	3,000.00	1,904.00	3,000.00	0.00	1,944.00	64.80	0.00
235.0-720.000-957.0400	CONFERENCES & WORKSHOPS	6,000.00	4,402.37	5,000.00	20.00	695.00	13.90	0.00
235.0-720.000-958.0200	EMPLOYEE PARKING	0.00	2,000.00	4,730.00	500.00	3,820.00	80.76	0.00
235.0-720.000-960.0400	LIABILITY INSURANCE	4,970.00	4,970.04	5,170.00	430.83	3,446.64	66.67	0.00
235.0-720.000-962.0000	MISCELLANEOUS	1,000.00	0.00	0.00	0.00	0.00	0.00	0.00
OTHER CHARGES		920,814.35	725,162.32	964,899.17	36,792.81	520,728.38	63.77	94,540.06
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	468.42	2,447.48	69.93	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	468.42	2,447.48	54.39	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
OTHER FINANCING USES								
235.0-720.000-995.0101	TRANSFER TO GENERAL FUND	0.00	0.00	0.00	0.00	0.00	0.00	0.00
OTHER FINANCING USES		0.00	0.00	0.00	0.00	0.00	0.00	0.00

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Fund 235.0 - PRINCIPAL SHOPPING DISTRICT								
Expenditures								
Total Dept 720.000 - PRINCIPAL SHOPPING DISTRICT		1,393,194.35	1,117,194.16	1,419,599.17	54,366.29	781,176.49	61.69	94,540.06
TOTAL EXPENDITURES		1,562,924.35	1,271,569.98	1,556,329.17	67,347.30	905,520.62	64.26	94,540.06
Fund 235.0 - PRINCIPAL SHOPPING DISTRICT:								
TOTAL REVENUES		1,562,924.35	1,499,268.82	1,556,329.17	382,957.70	649,408.83	41.73	0.00
TOTAL EXPENDITURES		1,562,924.35	1,271,569.98	1,556,329.17	67,347.30	905,520.62	64.26	94,540.06
NET OF REVENUES & EXPENDITURES		0.00	227,698.84	0.00	315,610.40	(256,111.79)	100.00	(94,540.06)

City of Birmingham
Birmingham Shopping District Meeting Minutes
Thursday, March 6, 2025 - 8:30 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held on Thursday, March 6, 2025, at 8:30 a.m. at The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Ecker, Hussey, Kay, Lundberg, Pohlod, Roberts, Surnow, Taddei, Wolf, Director Emeritus Fehan, Secretary Lipari

ABSENT: McKenzie

ADMINISTRATION: Bassett, Brook, Hunter, Gerber

GUEST(S): Floyd A. Simmons

2. RECOGNITION OF VISITORS

3. FINANCE REPORT – GERBER

DRAFT

Gerber reviewed the financial reports in the board packet. He pointed out approximately $1.2 million was billed for the annual assessment. The due date is March 24. Currently, the City has collected approximately 37% of that.

Revenue and expenses are on track. Investments are doing well and Gerber anticipates that they will continue to do so for the next few years.

Bassett explained that, the amount shown on the report as encumbered for snow removal is in error and will be corrected for next month's report.

4. APPROVAL OF CONSENT AGENDA

Consent agenda consisted of the:

a. Approval of the BSD Board minutes from January 9, 2025;
b. Approval of vouchers – January and February 2025

MOTION: Motion by Kay, seconded by Ecker, to approve the BSD Board minutes from January 9, 2025 and the vouchers for January and February 2025.

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

Motion passed.

5. NEW BUSINESS

a. Board Member Resignation

Pohlod informed the board that Sloan resigned from her board position due to her moving outside of the BSD and, therefore, no longer being eligible for the seat she had.

b. Sponsorship Requests

Bassett reviewed requests for sponsorships from Brother Rice, the Junior League of Birmingham, Rotary International - Birmingham Club, and The Community House. The board discussed the challenges of possibly setting precedence by sponsoring a school event. They also discussed the importance of a continued partnership with The Community House.

MOTION: Motion by Ecker, seconded by Hussey, to donate a basket, with an approximate value of $175 to The Community House for their upcoming fundraiser.

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

Motion passed.

DRAFT

6. PRESENTATIONS

a. Fiscal Year End 2026 Budget

Gerber reported that there are still some minor adjustments that will be made, but they should not have a significant impact. The budget, as drafted, will use $110,000 of fund balance for special projects.

Pohlod explained that money from the fund balance would be used for minor office renovations including carpet and wallpaper, as the office is public-facing. Fund balance will also be used for increased social media presence and alley improvements.

Surnow asked what a healthy fund balance is. Gerber explained that they like to have six months of operating costs, which would be approximately $770,000 for the BSD.

Pohlod highlighted that the budget is a balanced budget, except for the special projects that use fund balance. She feels that that is important.

MOTION: Motion by Surnow, seconded by Roberts, to recommend the fiscal year end 2026 budget, as presented, to City Commission for final approval.

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

Motion passed.

b. 2024 Year End Marketing Report

Hunter reviewed the marketing report that was included in the board packet. She highlighted an increase in social media interactions as well as increased traffic to the BSD website.

7. OLD BUSINESS

8. REPORTS

a. COMMITTEE REPORTS

SPECIAL EVENTS - KAY

No meeting held last month.

MARKETING & ADVERTISING - LUNDBERG

Lundberg reported that the committee is exploring options with different social media influencers. There will not be a print spread highlighting spring fashion this year. They are looking into a possible video. Pohlod added that print advertising is not getting the same response that it used to get.

MAINTENANCE/CAPITAL IMPROVEMENTS - LIPARI

DRAFT

The committee finalized the snow removal RFP and posted it. New light fixtures will be installed in the alleys.

Kay asked if there is a plan for cleaning the sand that was used for melting ice, out of the Pierce alley. Ecker said that she would look into it.

BUSINESS DEVELOPMENT - SURNOW

Surnow shared that they held meetings with most of the local property owners. Bassett reported that the meetings were all positive.

The committee continues to work on cleaning lists. Pohlod asked about the progress on the videos that are not yet complete. Bassett said she expects them be finished in the coming weeks. We will share completed videos with local brokers.

EXECUTIVE COMMITTEE REPORT – POHLOD
No report given.

b. TOURISM - BASSETT

No report given.

c. WAYFINDING - FEHAN

No report given.

d. ADVISORY PARKING COMMITTEE

Taddei shared that the City's contract with SP+ officially ended. Bringing parking in-house saves approximately $500,000.

Ecker added that Commission would be looking at the proposed design for the new parking structure wayfinding elements at their upcoming meeting.

e. EXECUTIVE DIRECTOR REPORT

Bassett shared that her presentation to City Commission during their long-range planning meeting went well. She reported that the Woodward Dream Cruise committee recently elected Brook as secretary.

The BRRmingham Blast event went well and brought good traffic to the downtown area in late January. City Commission approved spring and summer special event applications.

Employee Appreciation Day is on March 7. The BSD invited merchants to send their staff to City Hall to pick-up employee discount cards and get a sweet treat that day.

The website project is underway and progressing well.

DRAFT

9. UNFINISHED BUSINESS

None.

10. INFORMATION

a. Retail Activity – provided in packet
b. Announcements – no new announcements
c. Letters, Board Attendance & Monthly Meeting Schedule – provided in packet

11. PUBLIC COMMENTS

12. ADJOURNMENT – 9:45 A.M.

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

_____ _____

Amy Pohlod, BSD Board Chair Date

Birmingham Principal Shopping District Board
Voucher List For: 04/03/2025

Early Rele	Vendor	Description	Account	Amount
	AMAZON CAPITAL SERVICES INC	FRAMES FOR BUSINESS ANNIVERSARY GIFTS	TENANT RECRUITMENT	**72.62**
	BEIER HOWLETT P.C.	MISC LEGAL SERVICES	LEGAL SERVICES	**247.50**
	BUREAU DETROIT	FARMERS MARKET VIDEO	MARKETING & ADVERTISING	**4,750.00**
	ERIKA BASSETT	MISC OFFICE SUPPLIES	OPERATING SUPPLIES	**286.19**
	IHEART MEDIA	ADVERTISING FOR HOLIDAYS	HOLIDAYS	**5,355.01**
	JOHN PETERS	PERFORMANCE AT BFM - 5/04	SPECIAL EVENTS	**200.00**
	KEEP IT REAL SOCIAL LLC	SOCIAL MEDIA CONSULTING SERVICES	TRAINING	**3,500.00**
	LIGHTING AND SUPPLIES	3 LIGHT FIXTURES FOR ALLEY	OTHER CONTRACTUAL SERVICE	**510.00**
	META/ FACEBOOK	BRRMINGHAM BLAST BOOSTED POST	MARKETING & ADVERTISING	**32.94**
	MICHELLE FRANCIS	WATERCOLOR PRINTS FOR BUSINESS ANNIVERSARIES	WATERCOLOR PRINTS FOR BUSINESS ANNIVERSA	**70.00**
	MILES PARTNERSHIP LLLP	WEBSITE HOSTING & MAINTENANCE	WEBSITE HOSTING & MAINTENANCE	**1,505.00**
	SUNBELT RENTALS INC	FUEL FOR HEATER AND ADDITIONAL LABOR	SPECIAL EVENTS	**500.00**
	UNIQUE PONY RIDES	PETTING ZOO DEPOSIT	SPECIAL EVENTS	**50.00**
	WOODWARD CAMERA INC	PRINTS FOR ERIKAS OFFICE	PUBLIC RELATIONS	**97.48**

Birmingham Principal Shopping District Board
Voucher List For: 04/03/2025

Early Rele	Vendor	Description	Account		Amount
			Total:	**$**	**17,176.74**

Journal Entries

Dog Waste Depot - Paw pal bags	$	399.72
Verizon - Cell phone for Erika, Jaimi and Sheri		149.79
Kroger - Supplies for Winter Markt		136.67
City of Birmingham - Postage		400.89
City of Birmingham - Holiday lights		32,474.96
City of Birmingham - Employee parking		500.00
Total Journal Entries	$	34,062.03
TOTAL VOUCHERS AND JOURNAL ENTRIES	$	51,238.77

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

Board Chair_____ **Date** _____

BIRMINGHAM
SHOPPING DISTRICT

ADVERTISING SERVICE AGREEMENT

This agreement is made between Beasley Media Group (hereafter referred to as Beasley Media Group) a Michigan company whose address is PO Box 286051, Tampa, FL 33630, herein referred to as CONTRACTOR, and the Birmingham Shopping District (BSD), located at 151 Martin Street, Birmingham, Michigan 48009, herein referred to as the CLIENT.

WHEREAS, the Client desires to retain the services of Contractor, and Contractor is willing to be retained by the Client, pursuant to the terms, compensations requirements and conditions set forth below.

NOW THEREFORE, in consideration of the mutual covenants and agreements contained herein, the parties agree as follows:

1. Scope of Work
    a. Contractor services shall include July 2025 – June 2026 campaign for Day On The Town, Farmers Market, Art Walk, BirminghamBURGER, Winter Markt, BRRmingham Blast, holiday and general advertising (Attachment A).

2. Terms
    a. This agreement is effective 1st day of July 2025, and shall have a term of one year from the effective date, with the option for a one year renewal at the BSD's discretion. A one year renewal must be agreed upon by both parties in writing.

    b. The BSD shall have the right to unilaterally terminate this Agreement on thirty (30) days written notice. In the event of termination, Contractor shall receive compensation for services to the date the termination takes effect.

    c. Contractor will invoice upon completion of services. In no event shall invoices be submitted more than 45 days after completion of services. Submitted invoices shall include the type of work performed and dates of service.

    d. The BSD may, at its sole discretion, demand review and the right to request at any time further detailed accounting information for any or all bills. The right to inspection of any bill and invoice shall never be at any cost or billings to the BSD, nor shall preparation of said invoices be billed to the BSD or against the general retainer.

    e. Payment terms will be net 30 days unless otherwise specified by the BSD.

3. Compensation
    a. Compensation for Contractor's services shall not exceed $30,500.00.

4. The Client agrees to utilize services of Contractor in the capacity of advertiser.

5. The Client's relationship with Contractor shall be that of an independent contractor, and nothing in this contract shall be construed to create an employer and employee relationship for any purpose. Contractor shall be free to exercise his/her/their own independent judgment as to all aspects of the services to be performed, including, but not limited to, the manner and means of achieving the results requested of such services. In addition, Contractor is expressly free to perform services for other parties while performing services for the Client.

6. Contractor agrees to perform all services as requested by the Client to the best of his/her/their ability and in accordance with generally accepted professional practices.

7. Contractor agrees that he/she/they is (are) responsible for the payment of all applicable Social Security, Unemployment Compensation and any other tax payments as required by the State of Michigan and the United States Government and/or any agency which is a part thereof. Further, the Client shall not provide the Contractor any insurance coverage or other benefits including but not limited to Workers' Compensation normally provided by the Client for their employees.

8. No verbal statement heretofore or hereafter shall affect or change this contract in any respect; any modification thereof must be made in writing and signed by all parties.

9. This contract shall be governed by the laws of the State of Michigan.

10. Contractor shall hold harmless and defend the Client and the City of Birmingham, including all of their officers, agents, employees, elected, and appointed officials, against all claims or damages arising as a result of his/her/their operation under this contract and the Client shall not be responsible for any wrongdoing by the Contractor its servants or agents.

11. Contractor agrees to provide a tax identification number to the Client on IRS Form W-9 and understands and agrees that payment by the Client to Contractor cannot be made until this information is received.

Contractor acknowledges that this agreement needs to have final approval by way of signature by the Client. To validate this agreement, please sign, date and return with to Birmingham Shopping District, 151 Martin Street Birmingham, MI 48009 or bsdinfo@bhamgov.org.

In witness whereof, the parties have caused this agreement to be executed.

Erika Bassett BSD Executive Director	Laura Banish Beasly Media Group
Date	Date

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

Date

Jana L. Ecker, City Manager
(Approved as to form)

Date

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

Date

ATTACHMENT A

Advertising
Company: Beasley Media Group
Contact: Laura Banish

Fiscal Year 2026

Day On The Town Marketing 2025	$ 4,000.00
Farmers Market Marketing 2025	2,000.00
General Marketing 2025	3,000.00
Art Walk 2025	1,000.00
BirminghamBURGER 2025	3,000.00
Holiday Marketing 2025	7,500.00
Winter Markt Marketing 2025	2,000.00
Brrmingham Blast 2026	2,500.00
General Marketing 2026	4,500.00
Farmers Market 2026	1,000.00
FYE 2026 Total	**$30,500.00**

BIRMINGHAM
SHOPPING DISTRICT

ADVERTISING SERVICE AGREEMENT

This agreement is made between iHeartMedia, located at 3964 Collection Center Drive, Chicago, IL 60693, herein referred to as CONTRACTOR, and the Birmingham Shopping District (BSD), located at 151 Martin Street, Birmingham, Michigan 48009, herein referred to as the CLIENT.

WHEREAS, the Client desires to retain the services of Contractor, and Contractor is willing to be retained by the Client, pursuant to the terms, compensations requirements and conditions set forth below.

NOW THEREFORE, in consideration of the mutual covenants and agreements contained herein, the parties agree as follows:

1. Scope of Work
    a. Contractor services shall include July 2025 – June 2026 campaign for Day On The Town, BirminghamBURGER, BRRmingham Blast, holiday and general advertising (Attachment A).

2. Terms
    a. This agreement is effective 1st day of July 2025, and shall have a term of one year from the effective date, with the option for a one year renewal at the BSD's discretion. A one year renewal must be agreed upon by both parties in writing.

    b. The BSD shall have the right to unilaterally terminate this Agreement on thirty (30) days written notice. In the event of termination, Contractor shall receive compensation for services to the date the termination takes effect.

    c. Contractor will invoice upon completion of services. In no event shall invoices be submitted more than 45 days after completion of services. Submitted invoices shall include the type of work performed and dates of service.

    d. The BSD may, at its sole discretion, demand review and the right to request at any time further detailed accounting information for any or all bills. The right to inspection of any bill and invoice shall never be at any cost or billings to the BSD, nor shall preparation of said invoices be billed to the BSD or against the general retainer.

    e. Payment terms will be net 30 days unless otherwise specified by the BSD.

3. Compensation
    a. Compensation for Contractor's services shall not exceed $30,820.02.

4. The Client agrees to utilize services of Contractor in the capacity of advertiser.

5. The Client's relationship with Contractor shall be that of an independent contractor, and nothing in this contract shall be construed to create an employer and employee relationship for any purpose. Contractor shall be free to exercise his/her/their own independent judgment as to all aspects of the services to be performed, including, but not limited to, the manner and means of achieving the results requested of such services. In addition, Contractor is expressly free to perform services for other parties while performing services for the Client.

6. Contractor agrees to perform all services as requested by the Client to the best of his/her/their ability and in accordance with generally accepted professional practices.

7. Contractor agrees that he/she/they is (are) responsible for the payment of all applicable Social Security, Unemployment Compensation and any other tax payments as required by the State of Michigan and the United States Government and/or any agency which is a part thereof. Further, the Client shall not provide the Contractor any insurance coverage or other benefits including but not limited to Workers' Compensation normally provided by the Client for their employees.

8. No verbal statement heretofore or hereafter shall affect or change this contract in any respect; any modification thereof must be made in writing and signed by all parties.

9. This contract shall be governed by the laws of the State of Michigan.

10. Contractor shall hold harmless and defend the Client and the City of Birmingham, including all of their officers, agents, employees, elected, and appointed officials, against all claims or damages arising as a result of his/her/their operation under this contract and the Client shall not be responsible for any wrongdoing by the Contractor its servants or agents.

11. Contractor agrees to provide a tax identification number to the Client on IRS Form W-9 and understands and agrees that payment by the Client to Contractor cannot be made until this information is received.

Contractor acknowledges that this agreement needs to have final approval by way of signature by the Client. To validate this agreement, please sign, date and return with to Birmingham Shopping District, 151 Martin Street Birmingham, MI 48009 or bsdinfo@bhamgov.org.

In witness whereof, the parties have caused this agreement to be executed.

Erika Bassett BSD Executive Director	Carrie McCloud iHeartMedia
Date	Date

Mary M. Kucharek
City Attorney (approved as to form)

Date

Jana L. Ecker
City Manager (approved as to form)

Date

Mary Chavez
Director of Finance (approved as to financial obligation)

Date

ATTACHMENT A

Advertising –
Company: iHeartMedia
Contact: Carrie McCloud, CarrieMcCloud@iheartmedia.com

Fiscal Year End 2026

Day On The Town – July 2025	$ 7,580.02
BirminghamBURGER – Oct 2025	$ 7,680.00
Holiday – Nov/Dec 2025	$10,060.00
BRRmingham Blast – Jan 2026	$ 2,500.00
General – May/June 2026	$ 3,000.00
FYE 2026 Total	**$30,820.02**

Special Events Committee Meeting Minutes
151 Martin Street, Conference Rooms 202 & 203
March 7, 2025, at 8:30am

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

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

Staff: E. Bassett, J. Brook

Guests: None

Absent: K. Cummings, D. Lilley

Approval of Minutes: Motion by Fehan seconded by Hussey to approve the minutes dated January 10, 2025. All ayes. Motion approved.

Public Comment: None

BRRmingham Blast Wrap-Up
The Committee discussed the BRRmingham Blast event. The zip line was very popular with a two-hour wait at the end of the day. Food trucks started slow but 10 a.m. is not the time most people are eating. By lunchtime and afternoon, they were all doing well. The magic shows were very well attended. A larger tent might be needed for next year.

The committee will continue to explore options for line management and other attractions like a video game truck, flamethrowers, etc.

DRAFT

2025 Events
Spring Stroll
Approximately 10 stores have registered to participate. Attendee registration is now open. There is not currently an event sponsor.

Farmers Market
Over 100 vendor applications have been received and are being reviewed.

Movie Nights
Brook is working to confirm sponsors but has not heard back from Great Lakes Wealth, last year's presenting sponsor, yet.

Santa House Hours
Brook will start to schedule Santas with hours similar to what we have used in the past.

Sponsorship Update
Brook encouraged committee members to help secure sponsors for upcoming events. Fehan suggested a possible partnership with the Detroit Tigers.

Meeting adjourned at 9:45 a.m.

NEXT MEETING: Friday, April 11, 2025, at 8:30 a.m.

Marketing and Advertising Committee Meeting Minutes

151 Martin Street, Conference Rooms 202 & 203

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

In Attendance: J. Lundberg, C. Quezada, B. Bouscher, E. Miller, Z. Kay, E. Bassett
S. Hunter

Absent: A. Pohlod, J. Sloan, S. Wolf

Guests: None

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

Approval of Minutes:
Motion by Z. Kay seconded by B. Boucher, to approve the minutes dated February 12, 2025. All ayes, motion approved.

Public Comment: None

SEEN Influencer Project Brainstorm:
The committee discussed the Social Media Influencer project including content calendar and influencer fees. The committee requested two influencers be replaced with more cost efficient options, as we trial the influencer project this year.

DRAFT

FYE 2026 Media Proposals
The committee discussed media proposals from iHeart, Audacy and Beasley Media. The committee did not have any edits to the iHeart and Beasley proposals. The committee wanted to remove the Prime Video portion of the Audacy proposal. Motion by Z. Kay, seconded by J. Lundberg, to recommend the iHeart and Beasley proposals to the BSD Board for approval. All ayes, motion passed.

Printing and Publishing
The committee reviewed a proposal from Birmingham City Lifestyle for a 12-month ad subscription with the added value of a Holiday Gift Guide and spring/summer editorial content. Motion by Z. Kay, seconded by J. Lundberg to approve a 12-month contract with Birmingham City Lifestyle. All ayes, motion passed.

Ongoing Updates:
Bassett reported that the website project is moving along on schedule and that we should have mock ups to show the committee soon. Bassett also reported that the Bureau videos are in progress, with additional interviews being scheduled.

The meeting adjourned at 10:04 a.m.
.

NEXT MEETING: April 9, 2025, at 8:30 a.m.

Business Development Committee Meeting Minutes
151 Martin Street, Conference Room 202
March 18, 2025, at 8:30 a.m.

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

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

Approval of Minutes: Motion by Quintal, seconded by McKenzie, to approve the minutes from February 25, 2025. All ayes. Motion passed.

Business Recruitment and Retention

- **Q1 Recruitment Strategy Goals**: Bassett reported that all Q1 timeline objectives are complete.
    - Target property owner meetings were completed and Bassett, Sharrak and Thomas provided an update on the key takeaways. Bassett also reported that Bahnsen categorized the target business list by typical square footage.
- **Q2 Recruitment Strategy Goals:** The committee defined the Q2 goals.
    - Identify 3-4 additional property owners/stakeholders to meet with
    - Finalize Target Categories list and distribution plan (broker round table?)
    - Develop marketing materials to reach office employees
    - Evaluate/develop a downtown usage survey – shorter than 2023 and room for testimonials
    - Begin to develop case studies of key downtown businesses
- **Target Categories/List:** Guest Ed Nakfoor presented a target retailer list to the committee. BSD staff will add some of the target retailers to the committee's current list and continue to research real estate/decision-maker contacts within the target businesses.
- **Available Spaces Report:** The committee reviewed the report and requested it be sorted by street address.
- **New Business Report:** The committee reviewed the report and a status of businesses scheduled to open.

Other Business

- **Conferences:** The committee will discuss ICSC Las Vegas (May) at the April meeting.
- **Window Coverings:** Bassett reported that the vacant space identified for this project is in negotiation.
- **Merchant Meetings/Workshops:** Bassett reported that the first merchant meeting of 2025 would take place on March 19. Future meetings would include workshops from Prodio and Keep It Real Social.

Meeting adjourned at 9:41 a.m.

NEXT MEETING DATE – April 22, 2025, at 8:30 a.m.

DRAFT

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

APRIL 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
Perspire Sauna Studio	1020	Haynes Street	Health/Fitness	03/11/25	Scheduled to Open
Solidcore	1000	Haynes Street	Health/Fitness	03/06/25	Scheduled to Open
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
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
Revive Wellness & Skin Spa	1010	Bowers Street	Salon/Spa	03/13/25	Opened
La Pecora Nera	135	Pierce Street	Deli	03/11/25	Opened
Air Sculpt	555	Old Woodward, South, Suite 500	Medical	03/11/25	Opened
Teuta	168	Maple Road, West	Dining	03/10/25	Opened
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

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

APRIL 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
Icon Anti-Aging & Aesthetics	110	Old Woodward, South	Medical	12/09/24	Opened
Bell Bistro	185	Old Woodward, North	Dining	11/06/24	Opened
Detroit Lashes	950	Maple Road, East, Suite 10	Salon/Spa	10/30/24	Opened
Robert Kidd Gallery	555	Old Woodward, South	Gallery	10/29/24	Opened
The Shops on Townsend	107	Townsend Street	Muliple Retailers	10/29/24	Opened
Café Origins	163	Maple Road, West	Food Specialties	10/15/24	Opened
Modern Aesthetics + Skin	144	Maple Road, West	Medical	07/11/24	Opened
Birmingham Psychic Crystal Gallery	534	Old Woodward, North	Specialty Retailers	06/25/24	Opened
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

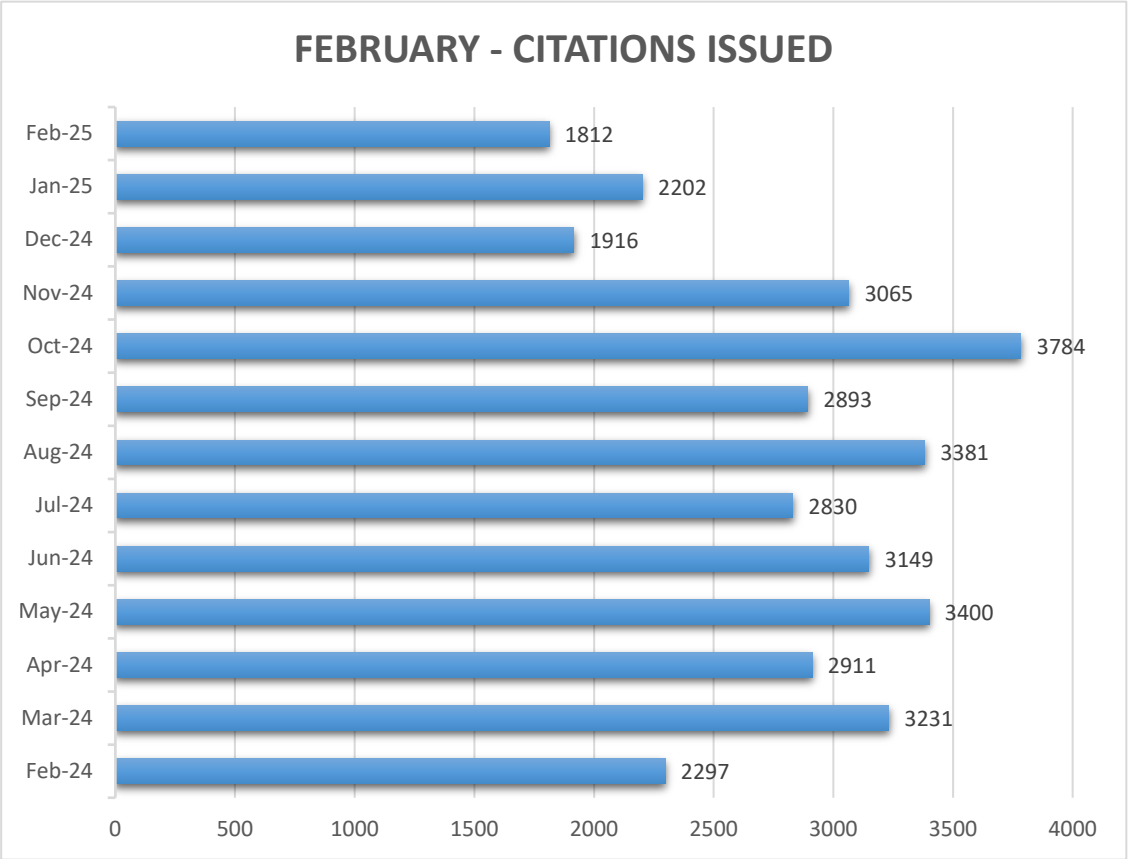
FREE PARKING REPORT

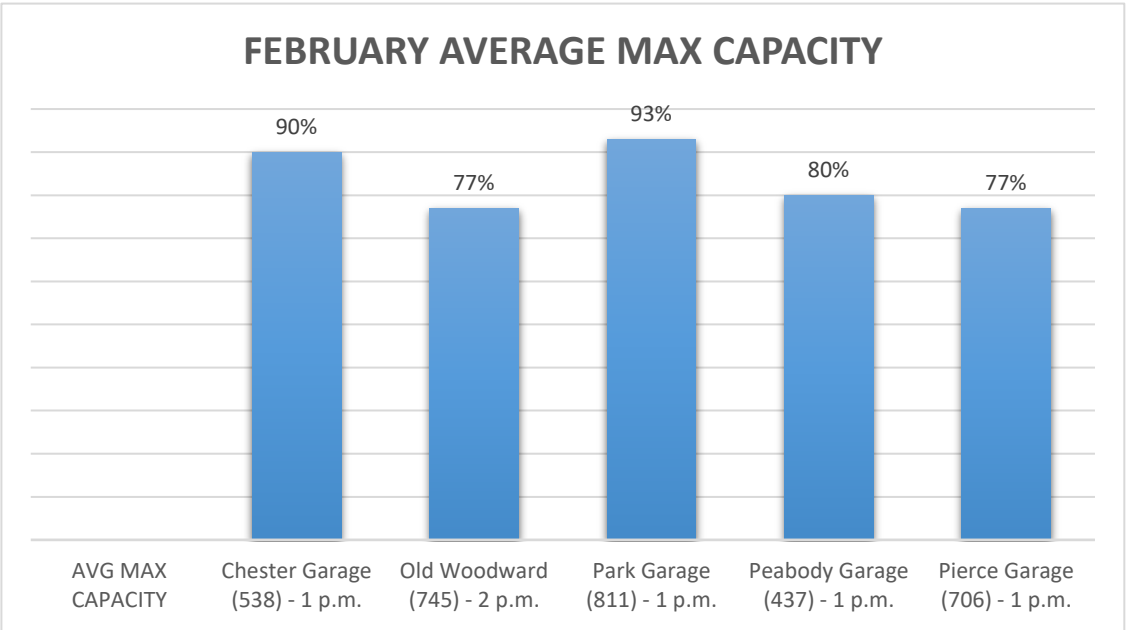
January 2025

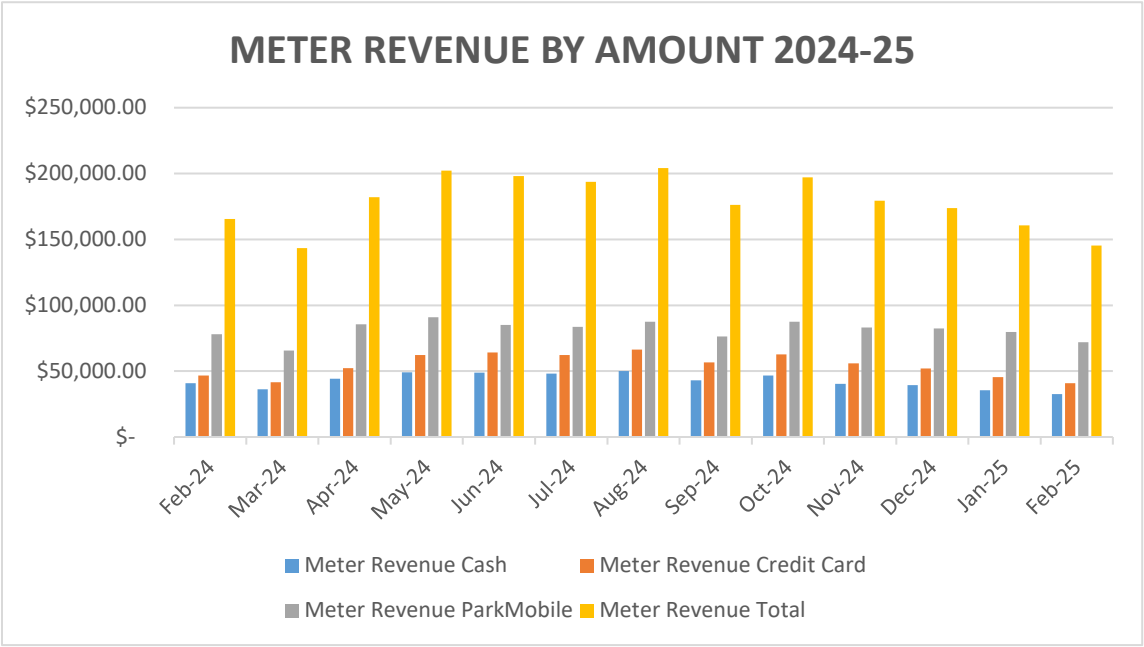
GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE	Paying cars	Rate per
CHESTER	4,324	1,956	$15,406.00	45%	2,368	$6.51
OLD WOODWARD	10,159	5,001	$33,266.00	49%	5,158	$6.45
PARK	16,521	7,867	$52,330.00	48%	8,654	$6.05
PEABODY	21,479	13,357	$41,728.00	62%	8,122	$5.14
PIERCE	17,832	7,067	$70,948.00	40%	10,765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

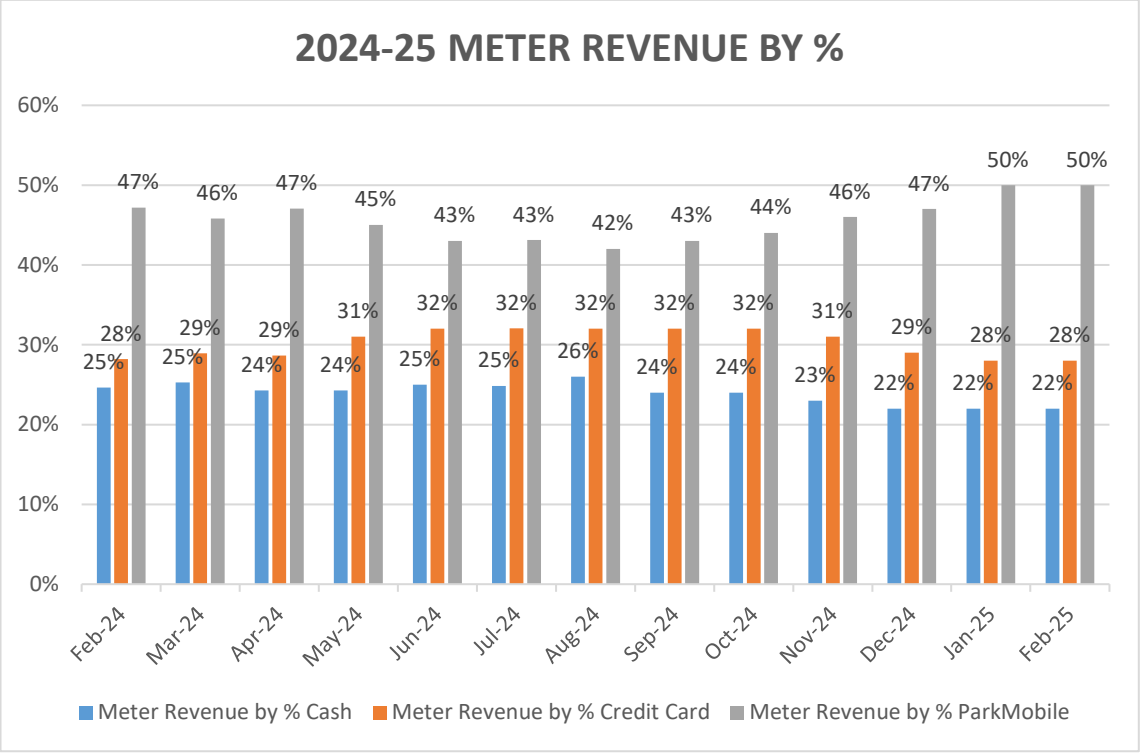
February 2025

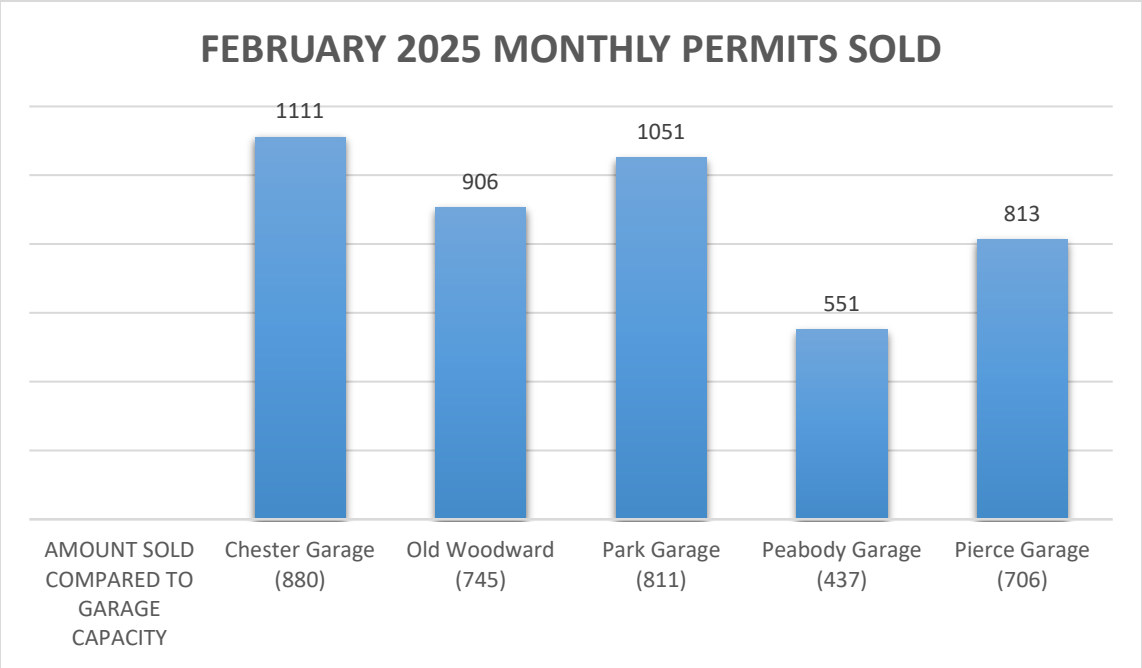
GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE	Paying cars	Rate per
CHESTER	3,443	1,439	$14,190.00	42%	2,004	$7.08
OLD WOODWARD	9,756	4,909	$29,598.00	50%	4,847	$6.11
PARK	16,321	7,745	$50,148.00	47%	8,576	$5.85
PEABODY	19,403	12,131	$37,196.00	63%	7,272	$5.11
PIERCE	17,956	7,679	$66,588.00	43%	10,277	$6.48
TOTALS	**66,879**	**33,903**	**$197,720.00**			

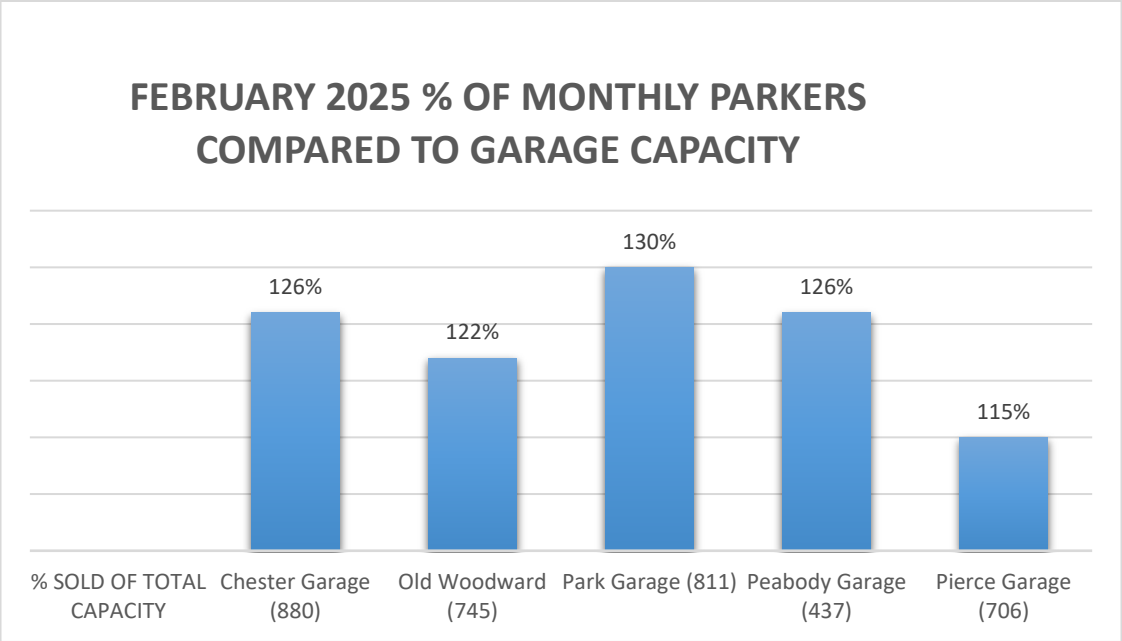

FEBRUARY - CITATIONS ISSUED
Feb-25
1812
Jan-25
2202
Dec-24
1916
Nov-24
3065
Oct-24
3784
Sep-24
2893
Aug-24
3381
Jul-24
2830
Jun-24
3149
May-24
3400
Apr-24
2911
Mar-24
3231
Feb-24
2297
0
500
1000
1500
2000
2500
3000
3500
4000

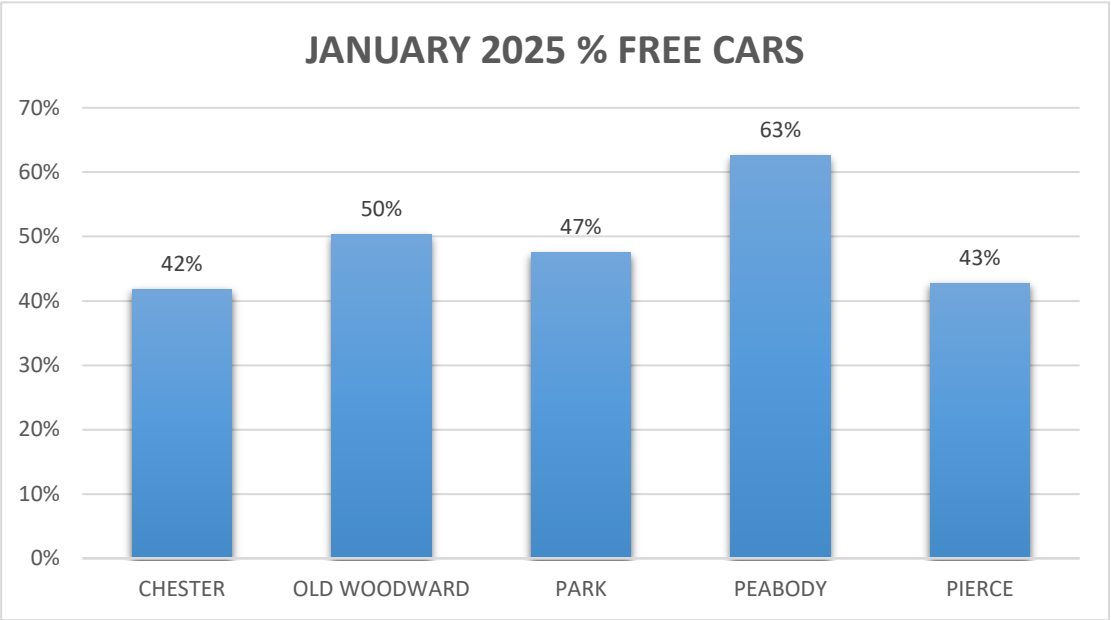

FEBRUARY AVERAGE MAX CAPACITY
90%
77%
93%
80%
77%
AVG MAX CAPACITY
Chester Garage (538) - 1 p.m.
Old Woodward (745) - 2 p.m.
Park Garage (811) - 1 p.m.
Peabody Garage (437) - 1 p.m.
Pierce Garage (706) - 1 p.m.

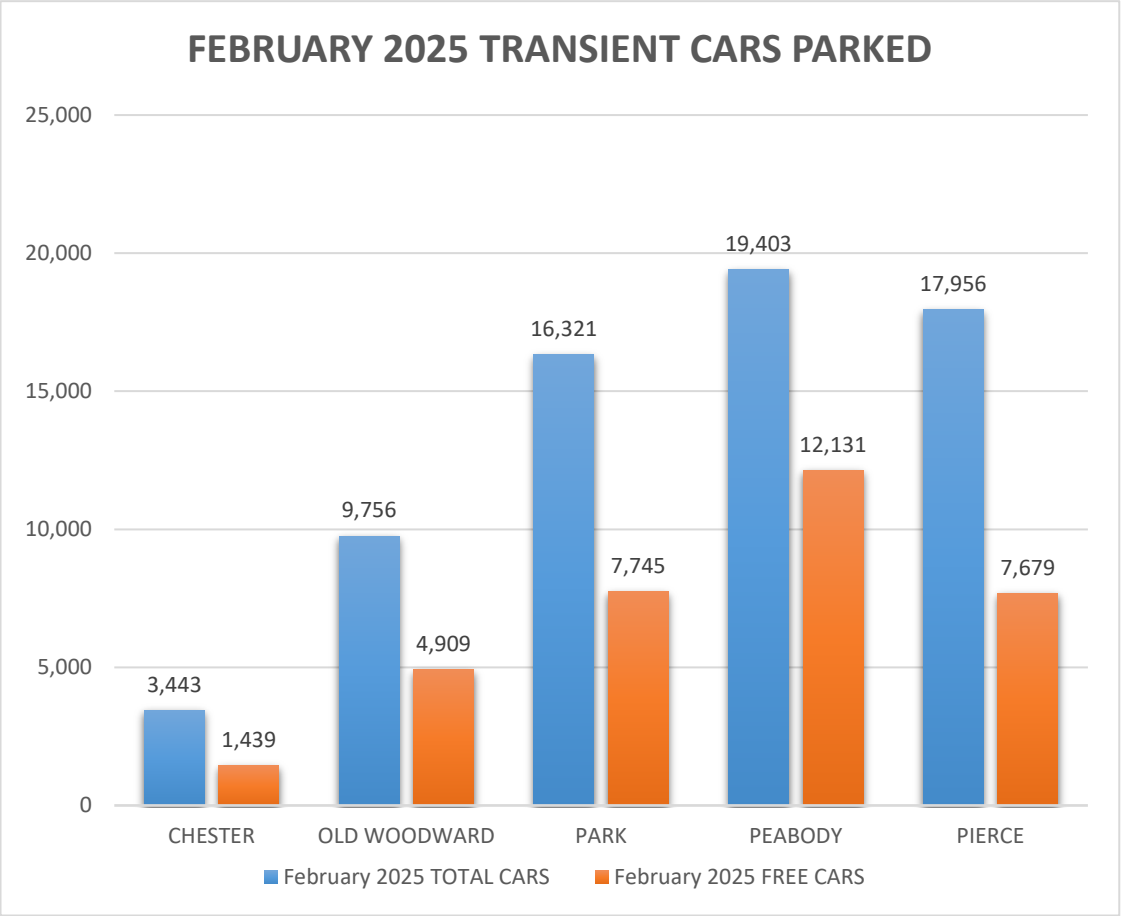

METER REVENUE BY AMOUNT 2024-25
$250,000.00
$200,000.00
$150,000.00
$100,000.00
$50,000.00
$-
Feb-24
Mar-24
Apr-24
May-24
Jun-24
Jul-24
Aug-24
Sep-24
Oct-24
Nov-24
Dec-24
Jan-25
Feb-25
Meter Revenue Cash
Meter Revenue Credit Card
Meter Revenue ParkMobile
Meter Revenue Total

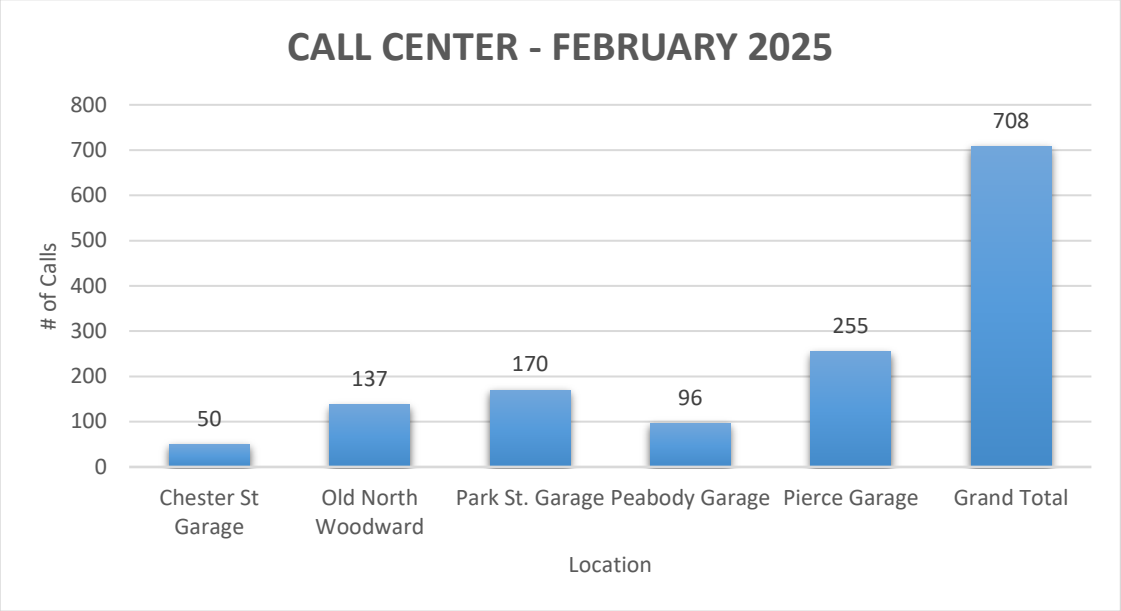

2024-25 METER REVENUE BY %
60%
50%
40%
30%
20%
10%
0%
Feb-24 25% 28% 47%
Mar-24 25% 29% 46%
Apr-24 24% 29% 47%
May-24 24% 31% 45%
Jun-24 25% 32% 43%
Jul-24 25% 32% 43%
Aug-24 26% 32% 42%
Sep-24 24% 32% 43%
Oct-24 24% 32% 44%
Nov-24 23% 31% 46%
Dec-24 22% 29% 47%
Jan-25 22% 28% 50%
Feb-25 22% 28% 50%
Meter Revenue by % Cash
Meter Revenue by % Credit Card
Meter Revenue by % ParkMobile

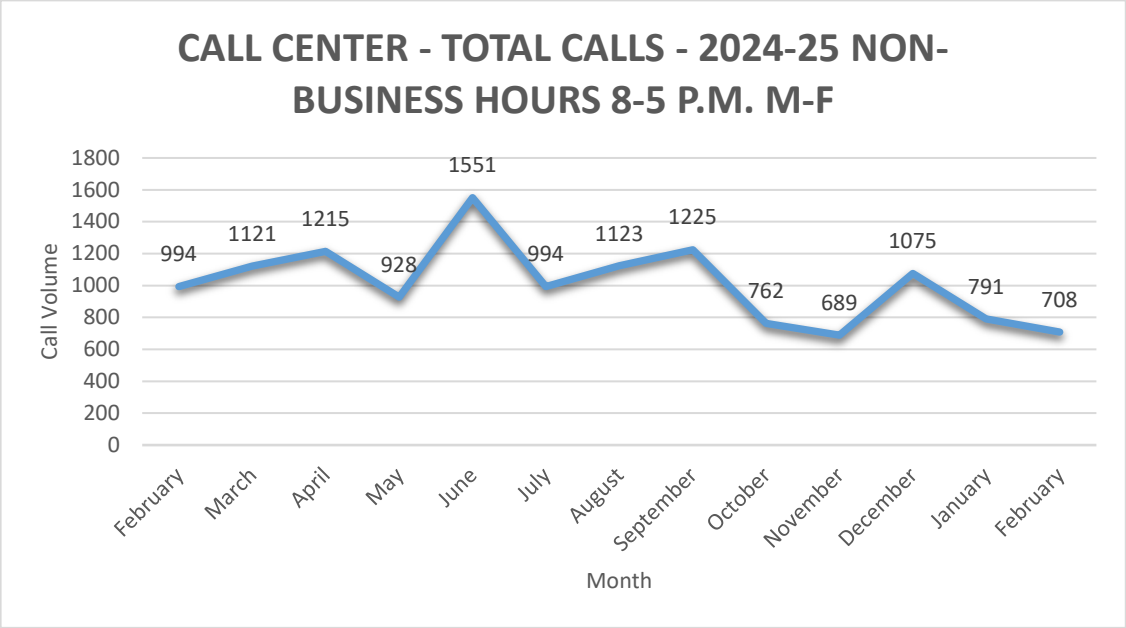

FEBRUARY 2025 MONTHLY PERMITS SOLD
1111
906
1051
551
813
AMOUNT SOLD COMPARED TO GARAGE CAPACITY
Chester Garage (880)
Old Woodward (745)
Park Garage (811)
Peabody Garage (437)
Pierce Garage (706)


FEBRUARY 2025 % OF MONTHLY PARKERS COMPARED TO GARAGE CAPACITY
126%
122%
130%
126%
115%
% SOLD OF TOTAL CAPACITY
Chester Garage (880)
Old Woodward (745)
Park Garage (811)
Peabody Garage (437)
Pierce Garage (706)


JANUARY 2025 % FREE CARS
70%
60%
50%
40%
30%
20%
10%
0%
42%
50%
47%
63%
43%
CHESTER
OLD WOODWARD
PARK
PEABODY
PIERCE


FEBRUARY 2025 TRANSIENT CARS PARKED
25,000
20,000
15,000
10,000
5,000
0
3,443
1,439
9,756
4,909
16,321
7,745
19,403
12,131
17,956
7,679
CHESTER
OLD WOODWARD
PARK
PEABODY
PIERCE
February 2025 TOTAL CARS
February 2025 FREE CARS


CALL CENTER - FEBRUARY 2025
# of Calls
800
700
600
500
400
300
200
100
0
50
137
170
96
255
708
Chester St Garage
Old North Woodward
Park St. Garage
Peabody Garage
Pierce Garage
Grand Total
Location


CALL CENTER - TOTAL CALLS - 2024-25 NON-BUSINESS HOURS 8-5 P.M. M-F
Call Volume
1800
1600
1400
1200
1000
800
600
400
200
0
994
1121
1215
928
1551
994
1123
1225
762
689
1075
791
708
February
March
April
May
June
July
August
September
October
November
December
January
February
Month

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	P												1	1	50%
Beth Hussey	P	CP	P												2	0	100%
Zachery Kay	P	CP	P												2	0	100%
Jessica Lundberg	P	CP	P												2	0	100%
Mike McKenzie	P	CP	A												1	1	50%
Amy Pohlod	P	CP	P												2	0	100%
Bill Roberts	P	CP	P												2	0	100%
Julie Sloan	A	CP													0	1	0%
Sam Surnow	A	CP	P												1	1	50%
Michele Taddei	P	CP	P												2	0	100%
Sloane Wolf	P	CP	P												2	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	P												2	0	100%
Sarvy Lipari	P	CP	P												2	0	100%
Present or Available	**8**	**11**	**9**	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	4/15/2025	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