**Birmingham Shopping District Agenda**
**Thursday, June 5, 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 (pg. 4-8)
3. Consent Agenda
    a. Approval of BSD Board Minutes – May 1, 2025 (pg. 9-12)
    b. Approval of Vouchers – May 2025 (pg. 13-14)
    c. Absence Waiver for Director Lundberg
4. New Business
5. Presentations
    a. PSD Fund (pg. 15-22)
6. Old Business
7. Reports
    a. Committee Reports: (pg. 23-39)
        i. Special Events – Kay
        ii. Marketing and Advertising – Lundberg
        iii. Maintenance and Capital Improvements – Lipari
        iv. Business Development – Surnow
        v. Executive Board – Pohlod
    b. Wayfinding Committee – Fehan
    c. Advisory Parking Committee – Taddei
    d. Executive Director Report – Bassett (pg. 1-3)
8. Information: Other Announcements, Attendance, & Monthly Meeting Schedule (pg. 40-41)
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
## June 5, 2025

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

## Finance Reports

File and receive the financial reports for the period ending April 30, 2025.

## Consent Agenda Items

**Motion:** To approve the consent agenda for June 5, 2025, as presented.

a. Minutes
   Minutes from the May 1, 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 May 2025.

## New Business

## Presentations

a. PSD Fund

## Old Business

## Executive Director Report

**FYE 2026 Budget:**
The City Commission at the regular meeting on May 19, 2025, approved the BSD's FYE 2026 budget. A copy of the Principal Shopping District Fund as presented to the City Commission is included in this month's Board packet.

**Special Events:**
The Farmers Market continues to be very popular, with approximately 15,000 attendees in the month of May. On Sunday, June 8, we will welcome Community Yoga Studio to host a Second Sunday Fitness class starting at 9 a.m. and on Sunday, June 15 we will host the second annual Strawberry Jam-Boree event. The market is open every Sunday through October 26 from 9 a.m. – 2 p.m.

BIRMINGHAM
SHOPPING DISTRICT

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**Grant:**
The BSD received a grant from Main Street Oakland County for $2,500 to support the replacement and addition of market equipment. Funds will support increased market signage, shaded areas, flexible seating options for individuals with strollers, wheelchairs, and small children, and other equipment needs.

**Website:**
The website project is in the final stages with an expected launch in the coming weeks. BSD Staff completed CMS training with Geocentric on Monday, June 2.

**Tourism:**
Bassett continues to participate on the Steering Committee for the Oakland County *Tourism and Attraction Strategic Plan*. The project recently wrapped with its Discovery Phase with the presentation of a *Destination Diagnostic Report*. Information for the report was compiled using a variety of data sources, field/point of interest assessments, and public input including focus groups of industry experts, and a survey administered to individuals within and outside of Oakland County.

- General Tourism Stats (2024 data):
  - Oakland County welcomed 16.7M visitors
    - 99% domestic, 1% international
    - 54% domestic day trip
    - 44.6% domestic overnight
  - Oakland County received $3.3B in direct tourism revenue
    - 28% ($921M) food and beverage
    - 21% ($685M) hotel and lodging
    - 20% ($651M) retail
    - 17% ($554M) transport
    - 14% ($457M) recreation
    - Domestic overnight visitors accounted for 74% of spending
  - Oakland County's visitor economy contributed a total of $4.9B in annual revenue through direct ($3.3B), indirect ($1.0B) and induced ($0.6B) sales.
  - Oakland County's Tourism Industry creates 40.6K total jobs, $1.4B in labor income, and generates $426M in state and local government revenue
  - Oakland County has over 17,300+ hotel rooms, 14,700+ points of interest and is price competitive
  - Key elements that are highly rated in the county: Shopping, Dining, Events and Festivals, Outdoor Recreation and Concerts and Performances
- Three common themes emerged, which will serve as Experience Pillars for the strategic plan:

- **We Invite Curiosity for All Ages:** A wide variety of attractions and event venues. Top three: Great Lakes Crossing/Aquarium (2.4M), Detroit Zoo (750K+), Pine Knob (738K+). Nearby Cranbrook Art Museum recognized as a top area attraction with 31K+.
- **We are the County that Detroiters Call Home:** Downtowns are a huge draw for area residents (and out-of-towners), with high community engagement in shopping, dining, services and events. Top three in order of unique visitors: Royal Oak (1.9M), Ferndale (1.3M), Birmingham (1.1M).
- **We Offer Detroiters the Great Outdoors:** Over nine county destinations have thousands of visitors and excellent reviews/engagement. Top 3: Kensington Metro Park, Holly Recreation Area and Rochester Park.

- Opportunities to Enhance:
  - Enhanced accessibility – difficult to get around without a private vehicle
  - Cohesive branding/messaging at the county level
- Next Steps:
  - Build stronger partnerships with regional tourism entity, and other county partners to develop Destination Marketing, Destination Stewardship and Destination Management strategies.
  - Leverage Experience Pillars: Build on niche opportunity to leverage the great outdoors, our identity that invites visitors to make ordinary extraordinary, and build on the success of our downtowns and year-round cultural events and festivals.
  - Destination Visioning Workshops:

**Monday, June 16, 6–8 PM**
Sundquist Farmington Pavilion, 33113 Grand River Avenue, Farmington
Registration Link: tinyurl.com/56prvc6m

**Tuesday, June 17, 9–11 AM**
Rochester Hills Museum at Van Hoosen Farm, 1005 Van Hoosen Rd, Rochester Hills
Registration Link: tinyurl.com/9csa53ed

The full presentation and more details are available at visitoaklandcounty.com/strategic-plan.

**Seasonal Employees and Volunteers:**
The BSD has hired two *Events and Farmers Market Interns* and two *Events and Farmers Market Assistants*, to support the summer events and farmers market season. The BSD is also recruiting volunteers ages 12+ to support the Farmers Market, Movie Nights, Day On The Town, Birmingham Cruise Event and other events. Those interested in volunteering should visit ALLINBirmingham.com/volunteer to learn more.

BALANCE SHEET
Period Ending 04/30/2025

Fund 235.0 PRINCIPAL SHOPPING DISTRICT

| GL Number | Description | Balance |
|---|---|---|
| *** Assets *** | | |
| 235.0-000.000-005.0000 | CASH AND INVESTMENTS | 1,960,125.31 |
| 235.0-000.000-036.0000 | MISCELLANEOUS | 71,000.00 |
| 235.0-000.000-045.0902 | A/R PSD SAD 2024-2025 | 213,869.31 |
| 235.0-000.000-047.0901 | PSD 2023-2024 DELQ SAD | 39,870.74 |
| **Total Assets** | | **2,284,865.36** |
| *** Liabilities *** | | |
| 235.0-000.000-202.0000 | ACCOUNTS PAYABLE | 41,072.43 |
| 235.0-000.000-255.0001 | GIFT CERTIFICATES | 600.00 |
| 235.0-000.000-362.0300 | DEFERRED INFLOWS - MISCELLANEOUS I | 71,000.00 |
| 235.0-000.000-362.0700 | DEFERRED INFLOWS - SPECIAL ASSESSM | 213,869.31 |
| 235.0-000.000-362.0800 | DEFERRED INFLOWS - DELQ SPECIAL AS | 39,870.74 |
| **Total Liabilities** | | **366,412.48** |
| *** 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** | | **338,162.54** |
| **Ending Fund Balance** | | **1,918,452.88** |
| **Total Liabilities And Fund Balance** | | **2,284,865.36** |

| GL NUMBER | DESCRIPTION | 2023-24 AMENDED BUDGET | END BALANCE 06/30/2024 | 2024-25 AMENDED BUDGET | ACTIVITY FOR MONTH 04/30/25 | YTD BALANCE 04/30/2025 | % 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 | 0.00 | 23,859.86 | 40.07 | 0.00 |
| 235.0-000.000-452.0902 | PSD 2024-2025 | 0.00 | 0.00 | 1,143,160.00 | 102,038.35 | 1,100,639.38 | 96.28 | 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 | 102,038.35 | 1,124,499.24 | 93.50 | 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 | 2,500.00 | 100.00 | 0.00 |
| LOCAL CONTRIBUTIONS | | 0.00 | 1,000.00 | 0.00 | 0.00 | 2,500.00 | 100.00 | 0.00 |
| CHARGES FOR SERVICES | | | | | | | | |
| 235.0-000.000-640.5141 | CHARGES TO AUTO PARKING SYSTEM | 25,000.00 | 25,000.00 | 25,000.00 | 0.00 | 25,000.00 | 100.00 | 0.00 |
| CHARGES FOR SERVICES | | 25,000.00 | 25,000.00 | 25,000.00 | 0.00 | 25,000.00 | 100.00 | 0.00 |
| INTEREST AND RENT | | | | | | | | |
| 235.0-000.000-665.0001 | INVESTMENT INCOME | 5,420.00 | 63,510.50 | 36,000.00 | 0.00 | 41,695.58 | 115.82 | 0.00 |
| INTEREST AND RENT | | 5,420.00 | 63,510.50 | 36,000.00 | 0.00 | 41,695.58 | 115.82 | 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 | 42,227.00 | 236,584.87 | 102.86 | 0.00 |
| 235.0-000.000-677.0001 | SUNDRY & MISCELLANEOUS | 0.00 | 238.51 | 0.00 | 0.00 | 158.40 | 100.00 | 0.00 |
| OTHER REVENUE | | 220,000.00 | 235,882.51 | 230,000.00 | 42,227.00 | 236,743.27 | 102.93 | 0.00 |
| Total Dept 000.000 | | 1,562,924.35 | 1,499,268.82 | 1,556,329.17 | 144,265.35 | 1,430,438.09 | 91.91 | 0.00 |
| TOTAL REVENUES | | 1,562,924.35 | 1,499,268.82 | 1,556,329.17 | 144,265.35 | 1,430,438.09 | 91.91 | 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 |

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|---|---|---|---|---|---|---|---|---|
| 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 | 4,950.60 | 57,242.83 | 145.40 | 0.00 |
| 235.0-441.005-702.0002 | OVERTIME PAY | 18,240.00 | 24,709.33 | 24,730.00 | 1,235.17 | 17,910.86 | 72.43 | 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 | 454.78 | 5,590.90 | 113.64 | 0.00 |
| 235.0-441.005-711.0002 | HOSPITALIZATION | 15,520.00 | 14,657.57 | 10,740.00 | 1,636.48 | 17,432.83 | 162.32 | 0.00 |
| 235.0-441.005-711.0003 | LIFE INSURANCE | 210.00 | 261.77 | 170.00 | 22.68 | 281.97 | 165.86 | 0.00 |
| 235.0-441.005-711.0004 | RETIREE HEALTH CARE CONTRIBUTI | 6,600.00 | 4,339.59 | 4,230.00 | 370.40 | 3,579.43 | 84.62 | 0.00 |
| 235.0-441.005-711.0005 | DENTAL/OPTICAL | 730.00 | 896.45 | 610.00 | 106.05 | 1,136.85 | 186.37 | 0.00 |
| 235.0-441.005-711.0006 | ST/LT DISABILITY INSURANCE | 620.00 | 653.64 | 600.00 | 55.56 | 645.52 | 107.59 | 0.00 |
| 235.0-441.005-711.0007 | WORKER'S COMPENSATION | 1,490.00 | 1,456.09 | 1,160.00 | 119.56 | 1,371.55 | 118.24 | 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 | 6,409.20 | 83.24 | 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 | 511.19 | 6,301.38 | 116.69 | 0.00 |
| 235.0-441.005-711.0013 | RET HLTH SVGS CONTR EMPLR | 1,140.00 | 1,636.23 | 670.00 | 153.22 | 2,056.22 | 306.90 | 0.00 |
| PERSONNEL SERVICES | | 125,100.00 | 122,771.52 | 100,540.00 | 10,256.61 | 120,216.04 | 119.57 | 0.00 |
| OTHER CHARGES | | | | | | | | |
| 235.0-441.005-941.0000 | EQUIPMENT RENTAL OR LEASE | 44,630.00 | 31,604.30 | 36,190.00 | 2,856.51 | 31,600.01 | 87.32 | 0.00 |
| OTHER CHARGES | | 44,630.00 | 31,604.30 | 36,190.00 | 2,856.51 | 31,600.01 | 87.32 | 0.00 |
| Total Dept 441.005 - DOWNTOWN MAINTENANCE | | 169,730.00 | 154,375.82 | 136,730.00 | 13,113.12 | 151,816.05 | 111.03 | 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 | 24,374.37 | 259,765.07 | 80.82 | 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 | 1,814.02 | 19,316.73 | 78.56 | 0.00 |
| 235.0-720.000-711.0002 | HOSPITALIZATION | 67,460.00 | 47,477.85 | 70,710.00 | 4,229.37 | 34,989.76 | 49.48 | 0.00 |
| 235.0-720.000-711.0003 | LIFE INSURANCE | 950.00 | 731.60 | 580.00 | 72.34 | 741.48 | 127.84 | 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 | 5,352.50 | 81.84 | 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 | 816.64 | 77.78 | 0.00 |
| 235.0-720.000-711.0007 | WORKER'S COMPENSATION | 1,080.00 | 929.80 | 1,190.00 | 76.78 | 819.59 | 68.87 | 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 | 7,378.30 | 83.28 | 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 | (3,397.49) | (32.48) | 0.00 |
| 235.0-720.000-711.0013 | RET HLTH SVGS CONTR EMPLR | 1,820.00 | 1,444.54 | 1,830.00 | 140.00 | (2,437.73) | (133.21) | 0.00 |
| PERSONNEL SERVICES | | 467,380.00 | 390,938.87 | 450,200.00 | 32,900.64 | 323,759.28 | 71.91 | 0.00 |
| OTHER CHARGES | | | | | | | | |
| 235.0-720.000-801.0200 | LEGAL SERVICES | 3,120.00 | 4,166.25 | 3,000.00 | 264.00 | 1,802.50 | 60.08 | 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 | 510.00 | 1.02 | 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 | 21,400.00 | 64,200.00 | 80.25 | 0.00 |
| 235.0-720.000-829.0200 | WEB SITE MAINTENANCE | 19,000.00 | 14,300.00 | 30,100.00 | 1,505.00 | 24,544.99 | 104.72 | 6,975.00 |
| 235.0-720.000-851.0000 | TELEPHONE | 1,750.00 | 1,518.06 | 1,750.00 | 149.79 | 1,525.77 | 87.19 | 0.00 |
| 235.0-720.000-881.0000 | MARKETING & ADVERTISING | 189,995.00 | 142,388.90 | 191,597.01 | 4,170.62 | 133,567.63 | 81.52 | 22,615.01 |
| 235.0-720.000-882.0000 | PUBLIC RELATIONS | 8,000.00 | 5,785.75 | 13,500.00 | 83.48 | 4,174.10 | 30.92 | 0.00 |
| 235.0-720.000-883.0000 | TENANT RECRUITMENT | 106,620.00 | 30,677.30 | 101,357.51 | 684.20 | 19,602.23 | 23.48 | 4,200.00 |
| 235.0-720.000-888.0000 | SPECIAL EVENTS | 260,180.00 | 266,292.37 | 259,050.00 | 17,336.44 | 250,581.64 | 102.32 | 14,475.04 |
| 235.0-720.000-901.0000 | PRINTING & PUBLISHING | 55,000.00 | 44,173.56 | 67,500.00 | 0.00 | 25,519.98 | 60.03 | 15,000.00 |
| 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 | 297.90 | 992.23 | 82.69 | 0.00 |
| 235.0-720.000-935.0200 | MAINTENANCE SHOPPING DIST | 117,379.35 | 81,904.79 | 87,574.65 | 10,281.98 | 23,816.22 | 43.14 | 13,960.75 |
| 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 | 37,191.70 | 83.33 | 0.00 |
| 235.0-720.000-944.0000 | BUILDING OR FACILITY RENT | 12,000.00 | 12,000.00 | 12,000.00 | 1,000.00 | 10,000.00 | 83.33 | 0.00 |
| 235.0-720.000-957.0100 | TRAINING | 3,000.00 | 2,208.62 | 3,000.00 | 0.00 | 2,500.00 | 83.33 | 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 | 853.55 | 1,548.55 | 30.97 | 0.00 |
| 235.0-720.000-958.0200 | EMPLOYEE PARKING | 0.00 | 2,000.00 | 4,730.00 | 500.00 | 4,820.00 | 101.90 | 0.00 |
| 235.0-720.000-960.0400 | LIABILITY INSURANCE | 4,970.00 | 4,970.04 | 5,170.00 | 430.83 | 4,308.30 | 83.33 | 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 | 62,676.96 | 613,899.84 | 71.63 | 77,225.80 |
| 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 | 42.07 | 2,800.38 | 80.01 | 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 | 42.07 | 2,800.38 | 62.23 | 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 |

| GL NUMBER | DESCRIPTION | 2023-24 AMENDED BUDGET | END BALANCE 06/30/2024 | 2024-25 AMENDED BUDGET | ACTIVITY FOR MONTH 04/30/25 | YTD BALANCE 04/30/2025 | % BDGT USED | ENCUMBERED YEAR-TO-DATE |
|---|---|---|---|---|---|---|---|---|
| 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 | 95,619.67 | 940,459.50 | 71.69 | 77,225.80 |
| TOTAL EXPENDITURES | | 1,562,924.35 | 1,271,569.98 | 1,556,329.17 | 108,732.79 | 1,092,275.55 | 75.14 | 77,225.80 |
| Fund 235.0 - PRINCIPAL SHOPPING DISTRICT: | | | | | | | | |
| TOTAL REVENUES | | 1,562,924.35 | 1,499,268.82 | 1,556,329.17 | 144,265.35 | 1,430,438.09 | 91.91 | 0.00 |
| TOTAL EXPENDITURES | | 1,562,924.35 | 1,271,569.98 | 1,556,329.17 | 108,732.79 | 1,092,275.55 | 75.14 | 77,225.80 |
| NET OF REVENUES & EXPENDITURES | | 0.00 | 227,698.84 | 0.00 | 35,532.56 | 338,162.54 | 100.00 | (77,225.80) |

City of Birmingham
Birmingham Shopping District Meeting Minutes
**Thursday, May 1, 2025 - 8:30 a.m.**
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held on Thursday, April 3, 2025, at 8:30 a.m. at The Community House.

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

**PRESENT:** Ecker, Hussey, Kay, Lundberg, McKenzie, Pohlod, Roberts, Surnow, Taddei, Wolf, Director Emeritus Fehan

**ABSENT:** Sharrak, Secretary Lipari

**ADMINISTRATION:** Bassett, Brook

**GUEST(S):** Floyd A. Simmons, Marci McIntosh

**2. RECOGNITION OF VISITORS**

**3. FINANCE REPORT – BASSETT**



Bassett reviewed the financial reports in the board packet. She explained that treasury added late fees to all unpaid assessments. More event sponsorships are now showing under miscellaneous income.

The treasurer's office refunded the double payment of an assessment by a property owner and removed it from the liabilities line item on April 10. The revenue and expense sheet shows the grant that the BSD received from Oakland County last month.

Expenses should currently be at approximately 75% of the budgeted amount. Bassett said that we are tracking well. The finance department corrected an overbilling that DPS made due to a coding error.

**4. APPROVAL OF CONSENT AGENDA**

Consent agenda consisted of the:

a. Approval of the BSD Board minutes from April 3, 2025;
b. Approval of vouchers – April 2025
c. Absence Waiver for Director Roberts

**MOTION: Motion by Kay, seconded by Hussey, to approve the BSD Board minutes from April 3, 2025, the vouchers for April 2025, and an absence waiver for Director Roberts.**

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

**Motion passed.**

## 5. NEW BUSINESS

### a. Recognition of BSD Board Appointment

Pohlod shared that City Commission recently appointed Minna Sharrak to the BSD board of directors. Sharrak is an active member of the Business Development Committee. She lives within the BSD. She plans to attend next month's meeting.

### b. City of Birmingham Administrative Services Agreement

Bassett explained that the BSD is a component unit of the City of Birmingham. Therefore, we should be paying for the services we use from different City departments. The library, another component unit, has been doing this for years. The City has presented the BSD with a formal 3-year agreement to cover costs of Human Resources, Payroll, Treasury, and Finance for a total of $30,929 for the first year. There will be a 3% increase of the total charges each year.

Bassett added that the BSD already pays IT for their services and pay DPS for maintenance of the downtown area. This agreement is in addition to those charges.

**MOTION: Motion by Surnow, seconded by Wolf, to approve the Administrative Services Agreement with the City of Birmingham, as presented.**

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



**Motion passed.**

### c. Snow Removal Contract

Bassett reported that we only received one proposal in response to the RFP for snow removal. It was from Nick's Maintenance, the same company that has had the contract for several years. The pricing remains the same as the last contract.

**MOTION: Motion by McKenzie, seconded by Kay, to approve the contract with Nick's Maintenance for snow removal.**

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

## 6. PRESENTATIONS

### a. Website Demo

Bassett shared updates on the website. Although this is not a full redesign, it will make the back end of the website much more user friendly for editing. It will also allow for more videos and will require fewer clicks by users interested in accessing event information.

With the rollout of the new website, the domain name will also be changing to DowntownBirmingham.com. ALLINBirmingham.com will redirect to the new site.

## 7. OLD BUSINESS

## 8. REPORTS

### a. COMMITTEE REPORTS

**SPECIAL EVENTS - KAY**

Kay reported that there was a good turnout for Spring Stroll. About twenty stores participated and shared positive feedback regarding new people coming into their stores and wanting to participate again next year.

The Farmers Market opens on Sunday. We are at capacity for vendors. Bassett added that seasonal staff has been hired to assist at the Market and other upcoming events.

Day On The Town registration is now open on the website. The Cruise Event is looking for more volunteers.

The committee is exploring the idea of closing a portion of Merrill Street for Art Walk.

**MARKETING & ADVERTISING - LUNDBERG**



Lundberg shared that the committee looked at the new website page by page. The calendar is more user friendly as is the method used to make updates.

The committee is finalizing the influencer campaigns. They also reviewed the BSD promotional videos.

**MAINTENANCE/CAPITAL IMPROVEMENTS - LIPARI**

The committee reviewed the snow removal RFP. They also walked the Willits alley, with representatives from Oakland County, to look at possible improvements.

**BUSINESS DEVELOPMENT - SURNOW**

Surnow reported that they reviewed their target list. They will work on making connections. There is a good activity in the City right now. The committee also looked at the current BSD marketing materials.

**EXECUTIVE COMMITTEE REPORT – POHLOD**
No report given.

### b. TOURISM - BASSETT

The group met in April. The new BSD website will have more tour information.

### c. WAYFINDING - FEHAN

Fehan shared that there is currently funding for four signs – two gateway and two kiosk signs. The County Road Commission is moving slowly through the approval process. Ecker added that MDOT permits are moving forward and that during the budget hearings Commissioners asked staff to allocate more funds to wayfinding.

### d. ADVISORY PARKING COMMITTEE

No April meeting.

### e. EXECUTIVE DIRECTOR REPORT

Bassett reported that Commission held the budget hearing on April 26 and everything went smoothly with the BSD presentation. The budget will go to Commission for final approval on May 19.

She shared that she received very positive feedback regarding Spring Stroll and reminded the group that the Farmers Market opens this Sunday, May 4.

Bassett attended a Detroit Regional Chamber meeting with presentations from Oakland, Wayne, and Macomb County executives.



## 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

Surnow ask for an update on Booth Park renovations. Ecker shared that the City received a grant to help cover expenses. However, it will require additional approvals and will therefore delay the project until at least fall.

## 12. ADJOURNMENT – 9:35 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:** 06/05/2025

| Early Rele: | Vendor | Description | Account | Amount |
|---|---|---|---|---|
| | ART/DESIGN GROUP LTD | ARTWORK FOR MOVIE NIGHT, FARMERS MARKET AND DAY ON THE TOWN | MARKETING & ADVERTISING | **780.00** |
| | BEIER HOWLETT P.C. | MISC LEGAL FEES | LEGAL SERVICES | **346.50** |
| | CAR TRUCKING INC | DUMPSTERS FOR FARMERS MARKET | FARMERS MARKET | **225.35** |
| | DEVYN MITCHELL | PERFORMANCE AT BFM 6/29 | SPECIAL EVENTS | **200.00** |
| | EMILY JOY HOWARD | PERFORMANCE AT BFM 6/15 | SPECIAL EVENTS | **300.00** |
| | JAIMI BROOK | MISC ITEMS FOR FARMERS MARKET | SPECIAL EVENTS | **21.92** |
| | MARIA FOURNIER | PERFORMANCE AT BFM 6/22 | SPECIAL EVENTS | **200.00** |
| | MICHAEL MORAD | CORNHOLE SETS FOR FARMERS MARKET | SPECIAL EVENTS | **400.00** |
| | MILES PARTNERSHIP | WEBSITE | WEB SITE MAINTENANCE | **1,505.00** |
| | PRODIO LLC | WINDOW SIGNAGE DESIGNS | TENANT RECRUITMENT | **750.00** |
| | SHEILA C. LANDIS | PERFORMANCE AT BFM 7/6 | SPECIAL EVENTS | **250.00** |
| | SIGNS-N-DESIGNS INC | BANNERS FOR FARMERS MARKET | MARKETING & ADVERTISING | **2,100.00** |
| | TURNER SANITATION, INC | PORTA POTTIES AND SINK STATION FOR FARMERS MARKET | FARMERS MARKET | **445.00** |
| | WORRY FREE INC | FLORAL HANGING BASKETS PAY 2 OF 2 | FLORAL HANGING BASKETS | **7,755.00** |
| * | AMAZON CAPITAL SERVICES INC | MISC OFFICE SUPPLIES | OPERATING SUPPLIES | **138.52** |
| * | DETROIT CHAMBER | CONFERENCE FOR ERIKA | CONFERENCES & WORKSHOPS | **97.85** |
| * | DOLLAR TREE | MISC SUPPLIES FOR SPRING STROLL | SPECIAL EVENTS | **270.00** |
| * | MARRIOTT PHILADELPHIA | ERIKA CONFERENCE | CONFERENCES & WORKSHOPS | **974.01** |
| * | META/ FACEBOOK | BOOSTED POSTS FOR SPRING STROLL | MARKETING & ADVERTISING | **50.75** |
| * | OPENAI | MONTHLY SERVICE | MARKETING & ADVERTISING | **20.00** |
| * | SIGNUP GENIUS | ANNUAL SUBSCRIPTION | SPECIAL EVENTS | **269.89** |
| * | US CUTTER | MISC SUPPLIES FOR FARMERS MARKET | SPECIAL EVENTS | **38.08** |
| * | VERIZON WIRELESS | CELL PHONE FOR ERIKA, JAIMI AND SHERI | TELEPHONE | **149.76** |
| * | WORRY FREE INC | FLORAL HANGING BASKETS PAY 1 OF 2 | FLORAL HANGING BASKETS | **7,755.00** |

**Birmingham Principal Shopping District Board**
**Voucher List For:** 06/05/2025

| Early Relea | Vendor | Description | Account | | Amount |
|---|---|---|---|---|---|
| | | | **Total:** | **$** | **25,042.63** |

**Journal Entries**

| | | |
|---|---|---|
| City of Birmingham - Employee Parking | $ | 500.00 |
| TOTAL VOUCHERS AND JOURNAL ENTRIES | $ | 25,542.63 |

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

**Board Chair**________________________ **Date** ____________________

# Principal Shopping District Fund

Annual Budget

## Fund Description

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

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

The Birmingham Shopping District has four major focus areas consisting of business development, events, marketing the BSD and its activities, and maintenance/capital improvements. The economic strategy the BSD is focused on this coming year is to increase frequency of patrons, build greater awareness of the BSD value, deeper market penetration of regional attraction, and sustain services and programs while continually evolving.

### Business Development:

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

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

### Events and Promotions:

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

In 2025, the BSD will be hosting the following events:

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

To grow the Birmingham Shopping District's market penetration and recognition as a premiere destination for shopping, dining, and entertainment, the BSD develops robust marketing campaigns that include a variety of media tactics and strategic partnerships, delivering over 12 million impressions annually. Additionally, the BSD manages and creates content including an interactive website, seasonal videos, shopping guides and more. The BSD also continues to garner organic reach through its content subscribers, public relations efforts and social media influencer relationships.

### Maintenance and Capital Improvements:

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

### Upcoming Fiscal Year:

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

### Increase Frequency of Visits

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

### Grow BSD Perceived and Real Value

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

### Expand Regional Attraction and Extend Stays

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

### Sustain Services and Appeal

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

## Fund Summary Budget

| | ACTUAL | BUDGET | PROJECTED | RECOMMENDED | PLANNED 2026-27 | PLANNED 2027-28 |
|---|---|---|---|---|---|---|
| | FY2024 | FY2025 | FY2025 | FY2026 | FY2027 | FY2028 |
| **REVENUES** | | | | | | |
| SPECIAL ASSESSMENTS | $1,173,876 | $1,202,710 | $1,206,890 | $1,254,070 | $1,285,910 | $1,314,810 |
| LOCAL CONTRIBUTIONS | $1,000 | $0 | – | – | – | – |
| CHARGES FOR SERVICES | $25,000 | $25,000 | $25,000 | $25,000 | $25,000 | $25,000 |
| INTEREST & RENT | $63,511 | $36,000 | $48,000 | $46,900 | $50,000 | $50,000 |
| OTHER REVENUE | $235,883 | $230,000 | $230,000 | $230,000 | $240,000 | $240,000 |
| **REVENUES TOTAL** | **$1,499,269** | **$1,493,710** | **$1,509,890** | **$1,555,970** | **$1,600,910** | **$1,629,810** |
| **EXPENDITURES** | | | | | | |
| PERSONNEL SERVICES | $513,710 | $550,740 | $624,990 | $600,890 | $606,640 | $611,750 |
| SUPPLIES | $1,093 | $4,500 | $5,300 | $5,300 | $5,500 | $5,500 |
| OTHER CHARGES | $756,767 | $1,001,089 | $922,830 | $1,058,100 | $971,740 | $996,850 |
| **EXPENDITURES TOTAL** | **$1,271,570** | **$1,556,329** | **$1,553,120** | **$1,664,290** | **$1,583,880** | **$1,614,100** |
| **REVENUES OVER (UNDER) EXPENDITURES** | $227,699 | ($62,619) | ($43,230) | ($108,320) | $17,030 | $15,710 |
| **BEGINNIING FUND BALANCE** | $1,352,592 | $1,580,290 | $1,580,290 | $1,537,060 | $1,428,740 | $1,445,770 |
| **ENDING FUND BALANCE** | $1,580,290 | $1,517,671 | $1,537,060 | $1,428,740 | $1,445,770 | $1,461,480 |

# Fund Expenditure Budget

| | ACTUAL | BUDGET | PROJECTED | RECOMMENDED | PLANNED | |
|---|---|---|---|---|---|---|
| | FY2024 | FY2025 | FY2025 | FY2026 | FY2027 | FY2028 |
| **PERSONNEL SERVICES** | | | | | | |
| SALARIES & WAGES | $372,168 | $387,190 | $436,110 | $439,320 | $441,200 | $442,390 |
| FRINGE BENEFITS | $141,542 | $163,550 | $188,880 | $161,570 | $165,440 | $169,360 |
| **PERSONNEL SERVICES TOTAL** | **$513,710** | **$550,740** | **$624,990** | **$600,890** | **$606,640** | **$611,750** |
| **SUPPLIES** | | | | | | |
| 727.0000 - POSTAGE | – | $1,000 | $1,800 | $1,800 | $2,000 | $2,000 |
| 729.0000 - OPERATING SUPPLIES | $1,093 | $3,500 | $3,500 | $3,500 | $3,500 | $3,500 |
| **SUPPLIES TOTAL** | **$1,093** | **$4,500** | **$5,300** | **$5,300** | **$5,500** | **$5,500** |
| **OTHER CHARGES** | | | | | | |
| 801.0200 - LEGAL SERVICES | $4,166 | $3,000 | $3,000 | $4,500 | $4,500 | $4,500 |
| 802.0100 - AUDIT | $801 | $740 | $750 | $800 | $860 | $920 |
| 811.0000 - OTHER CONTRACTUAL SERVICE | $3,000 | $50,000 | $29,730 | $10,000 | $0 | $0 |
| 813.0000 - ADMINISTRATIVE SERVICES | – | – | $0 | $30,930 | $31,860 | $32,820 |
| 829.0100 - SNOW REMOVAL CONTRACT | $64,200 | $80,000 | $80,000 | $83,000 | $83,000 | $83,000 |
| 829.0200 - WEB SITE MAINTENANCE | $14,300 | $30,100 | $21,500 | $10,000 | $10,000 | $10,000 |
| 851.0000 - TELEPHONE | $1,518 | $1,750 | $1,750 | $1,750 | $1,750 | $1,750 |
| 881.0000 - MARKETING & ADVERTISING | $142,389 | $191,597 | $165,760 | $190,750 | $165,750 | $165,750 |
| 882.0000 - PUBLIC RELATIONS | $5,786 | $13,500 | $22,100 | $11,000 | $11,000 | $11,000 |
| 883.0000 - TENANT RECRUITMENT | $30,677 | $101,358 | $60,000 | $65,000 | $65,000 | $65,000 |
| 888.0000 - SPECIAL EVENTS | $266,292 | $259,050 | $279,500 | $301,000 | $315,980 | $331,700 |
| 901.0000 - PRINTING & PUBLISHING | $44,174 | $67,500 | $60,500 | $61,000 | $61,000 | $61,000 |
| 933.0200 - EQUIPMENT MAINTENANCE | $1,489 | $1,200 | $1,200 | $1,500 | $1,500 | $1,500 |
| 935.0200 - MAINTENANCE SHOPPING DIST | $81,905 | $87,575 | $82,050 | $165,740 | $92,290 | $93,840 |
| 941.0000 - EQUIPMENT RENTAL OR LEASE | $31,604 | $36,190 | $36,190 | $37,100 | $38,030 | $39,170 |
| 942.0000 - COMPUTER EQUIPMENT RENTAL | $36,980 | $44,630 | $44,630 | $49,650 | $54,620 | $60,080 |
| 944.0000 - BUILDING OR FACILITY RENT | $12,000 | $12,000 | $12,000 | $12,000 | $12,000 | $12,000 |
| 957.0100 - TRAINING | $2,209 | $3,000 | $3,000 | $3,000 | $3,000 | $3,000 |
| 957.0300 - MEMBERSHIPS AND DUES | $1,904 | $3,000 | $3,000 | $3,000 | $3,000 | $3,000 |
| 957.0400 - CONFERENCES & WORKSHOPS | $4,402 | $5,000 | $5,000 | $5,000 | $5,000 | $5,000 |
| 958.0200 - EMPLOYEE PARKING | $2,000 | $4,730 | $6,000 | $6,000 | $6,000 | $6,000 |
| 960.0400 - LIABILITY INSURANCE | $4,970 | $5,170 | $5,170 | $5,380 | $5,600 | $5,820 |
| **OTHER CHARGES TOTAL** | **$756,767** | **$1,001,089** | **$922,830** | **$1,058,100** | **$971,740** | **$996,850** |
| **TOTAL EXPENDITURES** | $1,271,570 | $1,556,329 | $1,553,120 | $1,664,290 | $1,583,880 | $1,614,100 |

## Significant Notes to 2025-2026 Budget Amounts

1. **Salaries & Wages** - The increase of $52,130, or 12%, reflects an increase in wages for staff as well as an increase in hours worked by DPS staff for the district and their contractual wage increases.
2. **Fringe Benefits -** The increase in fringe benefits from the increase in wages was partially offset by a decrease in hospitalization and retirement and retiree health care contributions.
3. **811.0000 Other Contractual Service** - The budget of $10,000 is for office renovations.
4. **813.0000 Administrative Services -** The budget of $30,930 represents charges for services provided by human resources, finance, and treasury to the district.
5. **829.0200 Website Maintenance -** The decrease of $20,100 or 67%, reflects reduced maintenance and hosting fees from the newly redesigned website and implementation of a new content management system.
6. **883.0000 Tenant Recruitment -** The decrease of $36,358, or 36%, is based on actual expenditure amounts from 2023-2024 and projected expenditure amounts for 2024-2025.
7. **888.0000 Special Events** - The increase of $41,950, or 16%, depicts the overall rise in costs for events.
8. **935.0200 Maintenance Shopping District** - The increase of $78,165, or 89%, is primarily due to proposed improvements to Willits Alley.

## Significant Notes to 2026-2027 Planned Amounts

1. **881.0000 Marketing and Advertising** - The decrease of $25,000, or 13%, relates to a social media program in fiscal year 2025-2026.
2. **935.0200 Maintenance Shopping District -** The decrease of $73,450, or 44%, is due to alley improvements made in fiscal year 2025-2026.

## Performance Goals, Objectives, and Measures

| | |
|---|---|
| **GOAL:** | Increase local and regional awareness, engagement and frequency. *Long-Term Municipal Goals 2, 3 & 4. *Strategic Goal: Engaged & Connected Community and Environmental Sustainability.* |
| **OBJECTIVE:** | Increase local awareness of new and long-standing businesses. Make visiting Downtown Birmingham easy and engaging for consumers – from navigating the downtown to patronizing businesses. Create and support events and collaborations to build repeat customers and connections with the community. Identify consumer product demands and product category gaps. |

| **MEASURES** | **ACTUAL 2023-2024** | **PROJECTED 2024-2025** | **PROJECTED 2025-2026** | **PROJECTED 2026-2027** | **PROJECTED 2027-2028** |
|---|---|---|---|---|---|
| Support the increase of high frequency products & businesses through maintenance of business mix analysis | 50% | 100% | 100% | 100% | 100% |
| Advertising impressions (note: totals measured on calendar year) | 13.6 million | 13 million | 13.5 million | 14 million | 14.5 million |
| Number of hosted special events (note: totals measured on calendar year) | 62 (2022) | 61 (2023) | 77 (2024) | 77 (2025) | 77 (2026) |
| Maintain robust print & digital business directories and promotional content | Yes | Yes | Yes | Yes | Yes |
| Maintain, evaluate trade area/target audience demographics | Yes | Yes | Yes | Yes | Yes |
| Collaborate with other departments to implement/integrate wayfinding, sustainability and safety initiatives as applicable | 50% | 50% | 100% | 100% | 100% |
| Business anniversary recognition program | 50% | 50% | 100% | 100% | 100% |
| Tourism advisory group and Oakland County Steering Committee meetings | 0 | 10 | 6 | 7 | 5 |
| Alley enhancement projects | 0 | 0 | 2 | 1 | 1 |
| Seasonal Enhancements & General Downtown Maintenance | Yes | Yes | Yes | Yes | Yes |

## Performance Goals, Objectives, and Measures

| | |
|---|---|
| **GOAL:** | Implement Board initiatives effectively and encourage business and residential community engagement in strategic planning. *Long-Term Municipal Goals 1-4. *Strategic Goals: Engaged & Connected Community, Efficient and Effective Services.* |
| **OBJECTIVE:** | Strengthen delivery of services to support the businesses and local community. |

| MEASURES | ACTUAL 2023-2024 | PROJECTED 2024-2025 | PROJECTED 2025-2026 | PROJECTED 2026-2027 | PROJECTED 2027-2028 |
|---|---|---|---|---|---|
| Scheduled board & committee meetings | 73 | 73 | 73 | 73 | 73 |
| Weekly staff meetings | 50 | 50 | 50 | 50 | 50 |
| Establish committee & staff workplans | 20% | 50% | 75% | 75% | 100% |
| Business newsletters | 12 | 12 | 12 | 12 | 12 |
| Annual Year in Review performance report | Yes | Yes | Yes | Yes | Yes |
| Post-event feedback via survey distribution to businesses & others | Yes | Yes | Yes | Yes | Yes |

## Performance Goals, Objectives, and Measures

| | |
|---|---|
| **GOAL:** | Diversify and balance the business and product mix with the BSD. *Long Term Municipal Goals 3 & 4. *Strategic Goals: Engaged & Connected Community, Efficient and Effective Services.* |
| **OBJECTIVE:** | Retain and recruit businesses that provide a balance of price points, product offerings and availability to increase consumer frequency and expand regional attraction. |

| MEASURES | ACTUAL 2023-2024 | PROJECTED 2024-2025 | PROJECTED 2025-2026 | PROJECTED 2026-2027 | PROJECTED 2027-2028 |
|---|---|---|---|---|---|
| Retail occupancy | 99% | 99% | 98% | 98% | 99% |
| Office occupancy | 89% | 89% | 88% | 90% | 90% |
| Businesses that are locally owned/operated (%) | 70% | 70% | 72% | 72% | 72% |
| Maintain business mix analysis | In progress | Yes | Yes | Yes | Yes |
| Property owner/broker round tables | 0 | 1 | 1 | 2 | 2 |
| Maintain available properties listings | Yes | Yes | Yes | Yes | Yes |

| | | | | | |
|---|---|---|---|---|---|
| New Business Guide/support | 0 | 0 | Yes | Yes | Yes |
| Merchant Workshops | 0 | 0 | 3 | 4 | 4 |
| Merchant communications, visits and meetings | Yes | Yes | Yes | Yes | Yes |
| Development of recruitment content, assets for use by BSD & stakeholders | 50% | 50% | 75% | 100% | 100% |

**Special Events Committee Meeting Minutes**
**151 Martin Street, Conference Rooms 202 & 203**
**May 9, 2025, at 8:30am**

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

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

**Staff:** E. Bassett, J. Brook, S. Bahnsen

**Guests:** J. Fines

**Absent:** K. Cummings, D. Fehan, D. Lilley

**Approval of Minutes:** Motion by Lipari seconded by Hussey to approve the minutes dated April 11, 2025. All ayes. Motion approved.

**Public Comment:** None

**Art Walk**

The committee discussed the possibility of closing Merrill Street for Art Walk and having it as a gathering place with live music during the event. This would require a special event permit from the City.

If there is live music in the street, the committee would like to extend the event hours to 5-9 p.m. Art in stores would still be until 8 p.m., but the Merrill Street portion of the event would run until 9 p.m.



Brook will investigate costs associated with closing the street like police, DPS, staging, live music, and other rentals.

The committee will need to make a decision at their June meeting in order to have enough time to submit a special event application to the City.

The committee would like to have topiaries at each store again this year.

Brook will reach out to VanGelderen to see about possibly having her attend the next meeting.

Meeting adjourned at 9:22 a.m.

**NEXT MEETING: Friday, June 13, 2025, at 8:30 a.m.**

**Marketing and Advertising Committee Meeting Minutes**

**151 Martin Street, Conference Rooms 202 & 203**

**May 14, 2025, at 8:30 a.m.**

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

**Absent:** None

**Guests:** None

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

**Approval of Minutes:**
Motion by Z. Kay seconded by Pohlod, to approve the minutes dated April 9, 2025. All ayes, motion approved.

**Public Comment:** None

**Influencer Campaign update**
Bassett shared an update regarding the spring/summer content and timeline for the campaign. The first video posted in April was performing well. May Influencer content will focus on fashion and home design and décor.



**Light Pole Banners**
Motion by Pohlod, seconded by Kay to approve the design and cost for Farmers Market-themed light pole banners to be installed on the sidewalk-facing light poles. All ayes, motion passed.

**Website**
Bassett presented the development website pages and navigation. The committee discussed some changes to the navigation and Event Calendar layout.

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**NEXT MEETING: June 11, 2025, at 8:30 a.m.**

**Maintenance/Capital Improvement Committee Meeting Minutes**
**151 Martin Street Conference Rooms 202 & 203**
**May 13, 2025**

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

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

**Approval of Minutes:** Motion by Fehan, seconded by Pohlod, to approve the minutes dated February 11, 2025. All ayes, motion passed.

**Public Comment:** No public comment.

**Merrill Lighting**
Committee is still interested in putting up the lighting. Bassett is going to review the previous year's contract for cost and reach out to Zoro's for a quote.

**Willits Alley Planning**
Bassett is going to meet with property owners and engineering and will report back to committee next month. We are continuing to work with Oakland County on plans.

**Hanging Baskets**
Hanging baskets will be going up on May 22.

**Color Changing Tree Lighting**
There are some electrical issues that DPS is working on with DTE.

**Light Pole Banners**
Bassett is working with DPS to get a count and quote for hanging new banners by mid-June.

The meeting adjourned at 9:25 a.m.

**Next Meeting:** Tuesday, June 10, 2025, at 8:30 a.m.

**Business Development Committee Meeting Minutes**
**151 Martin Street, Conference Room 202**
**April 29, 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. Sharrak, A. Thomas, E. Bassett, S. Bahnsen |
| **Guests:** | Ed Nakfoor, C. Ciura |
| **Absent:** | S. Quintal, M. McKenzie |
| **Public Comment:** | None |

**Approval of Minutes:** Motion by Surnow, seconded by Sharrak, to approve the minutes from March 18, 2025. All ayes. Motion passed.

**Business Recruitment and Retention**

- **Q2 Recruitment Strategy Goals:** Bassett provided an update on Q2 goal progress. The committee will:
    - Identify 3-4 additional property owners/stakeholders to meet with
    - Approve 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:** The committee reviewed and narrowed the list by size category. Guest Ed Nakfoor and Cindy Ciura provided input.
- **Available Spaces Report:** The committee reviewed the report.
- **New Business Report:** The committee reviewed the report and a status of businesses scheduled to open and newly opened.
- **BSD Guide Proposal:** The committee reviewed a proposal for a visitor guide that can be distributed both electronically and in print to office tenants and other visitors, to generate interest for retailers, restaurants and downtown events and activities. Motion by Thomas, seconded by Sharrak to approve $10,000 to create and print a visitor guide. All ayes. Motion passed.



**Other Business**
**Business Anniversary Recognition:** Bassett advised that business anniversary recognition watercolor prints and other gifts have been ordered and are being distributed. The committee will discuss hosting a recognition event similar to the one hosted in 2024, at a later date.

Meeting adjourned at 9:47 a.m.

**NEXT MEETING DATE – May 27, 2025, at 8:30 a.m.**

**Business Development Committee Meeting Minutes**
**151 Martin Street, Conference Room 202**
**May 27, 2025, at 8:30 a.m.**

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

| | |
|---|---|
| **In Attendance:** | S. Surnow (Vice Chair), S. Quintal, M. McKenzie, C. Quezada, M. Sharrak, E. Bassett |
| **Guests:** | M. Taddei, D. Muldoon |
| **Absent:** | J. Hockman (Chair), A. Thomas |

**Public Comment:** Guest D. Muldoon, local Birmingham resident and former Birmingham retailer, participated in the committee discussions on the various topics throughout the meeting. D. Muldoon expressed interest in continuing to attend upcoming Business Development and Marketing & Advertising committee meetings.

**Approval of Minutes:** Motion by Quintal, seconded by Quezada, to approve the minutes from April 29, 2025. All ayes. Motion passed.

**Business Recruitment and Retention**

- **Q2 Recruitment Strategy Goals:** Bassett provided an update on Q2 goal progress. The committee will:
  - BSD Print/Digital Guide: The committee approved the proposed layout, with minor content adjustments. The committee would like to see additional design concepts with a more prominent use of imagery and lighter color palette.
  - Draft Survey: The committee approved the draft survey questions. Motion by McKenzie, seconded by Quezada to allocate up to $2,000 in incentives for survey completion to include a mix of gift certificates/baskets to be displayed at large offices (ex: 5 x $200 = $1,000) and Birmingham Bucks e-Gift Cards (ex: 3 x $200 = $600).
  - Begin to develop case studies of key downtown businesses
- **Target Categories/List:** The committee reviewed the targets and discussed some new potential targets presented by D. Muldoon.
- **Available Spaces Report:** The committee reviewed the report.
- **New Business Report:** The committee reviewed the report and a status of businesses scheduled to open and newly opened.

**Other Business**

- **Conferences:** Bassett advised that she attended the Oakland County Economic Outlook luncheon on May 22. Registration for ICSC New York (December) is now open – the committee can determine if attendance is needed at a later date.
- **Business Anniversary Program**: Bassett continues to distribute recognition prints to businesses.
- **Merchant Meetings**: Bassett advised that the next Merchant Meeting Workshop will be held on June 4.

Meeting adjourned at 10:03 a.m.

**NEXT MEETING DATE – June 24, 2025, at 8:30 a.m.**

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

**JUNE 2025**

**Office Occupancy Rate 87%**

**Retail Occupancy Rate 97%**

| Name of Business | Property Address | Street Name | Notes | Date of notification | Scheduled to Open/Moved/Opened in last 12 months |
|---|---|---|---|---|---|
| Reiki Euphoria | 149 | Pierce Street | Health & Wellness | 04/28/25 | Scheduled to Open |
| Metals in Time | 526 | Old Woodward, North | Jeweler | 04/23/25 | Scheduled to Open |
| Shock Artisanal Gelato | 335 | Maple Road, East | Food Specialties | 04/23/25 | Scheduled to Open |
| MisterStyle | 288 | Maple Road, East | Interior Design | 04/08/25 | Scheduled to Open |
| The NOW Massage Birmingham | 375 | Hamilton Row | Health/Wellness | 04/07/25 | Scheduled to Open |
| Perspire Sauna Studio | 1020 | Haynes Street | Health/Fitness | 03/11/25 | Scheduled to Open |
| Banya | 555 | Old Woodward, South, Suite 27L | Health/Wellness | 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 |
| Bon Bon Bon | 217 | Old Woodward, South | Food Specialties | 05/10/25 | Opened |
| LaserAway | 135 | Maple Road, East | Medical | 05/08/25 | Opened |
| Solidcore | 1000 | Haynes Street | Health/Fitness | 05/01/25 | Opened |
| Bobbles and Lace | 244 | Maple Road, East | Apparel - Women | 04/23/25 | Opened |
| Drop 02 | 230 | Merill Street, East | Mens | 04/05/25 | Opened |
| 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 |

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

**JUNE 2025**

**Office Occupancy Rate 87%**

**Retail Occupancy Rate 97%**

| Name of Business | Property Address | Street Name | Notes | Date of notification | Scheduled to Open/Moved/Opened in last 12 months |
|---|---|---|---|---|---|
| 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 |
| 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 |

## Executive Committee Meeting Minutes

Birmingham City Hall, 151 Martin Street, Conference Room 202

May 28, 2025, at 8:30 a.m.

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

Pohlod called the meeting to order at 8:36 a.m.

**Approval of Minutes:** Motion by Fehan, seconded by Ecker, to approve the minutes dated April 23, 2025. All ayes. Motion passed.

**Public Comment:** None

**Board Anticipated Action Items & Presentations**

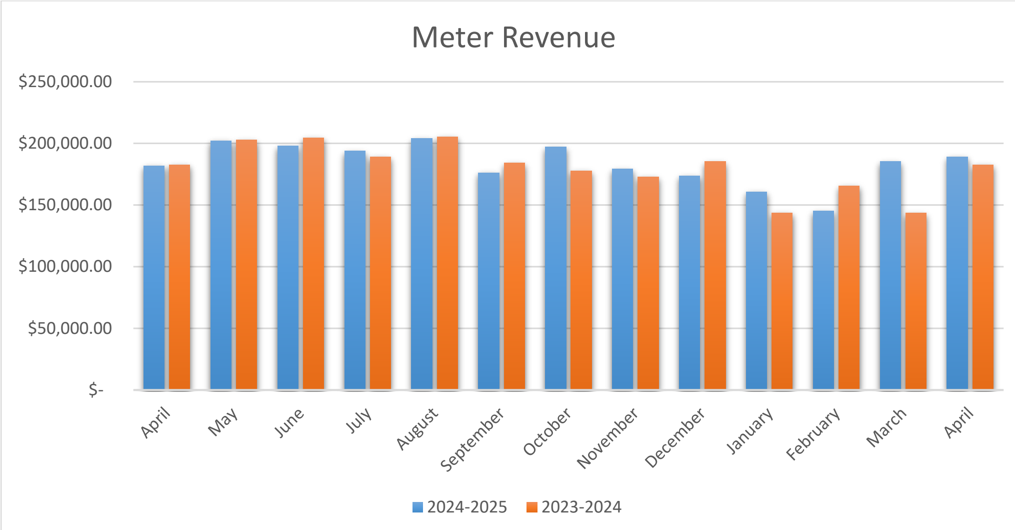
- **Approved PSD Fund:** Bassett presented the BSD Fund document including performance goals, objectives and measures.
- **Tourism:** Bassett presented the Oakland County Tourism Destination Diagnostic to the committee and provided and update on the project timeline.
- **Website:** Bassett presented the development website, highlighting some of the new features. The project is still on track for completion in June.

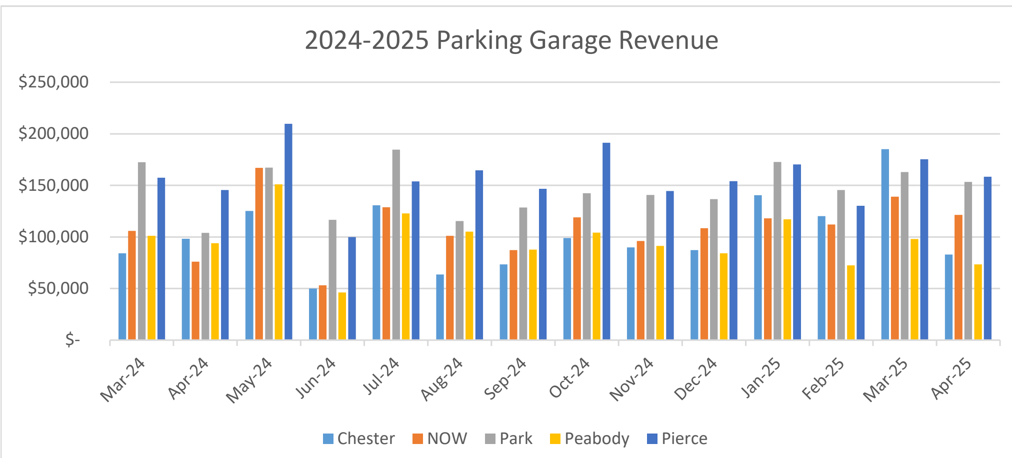


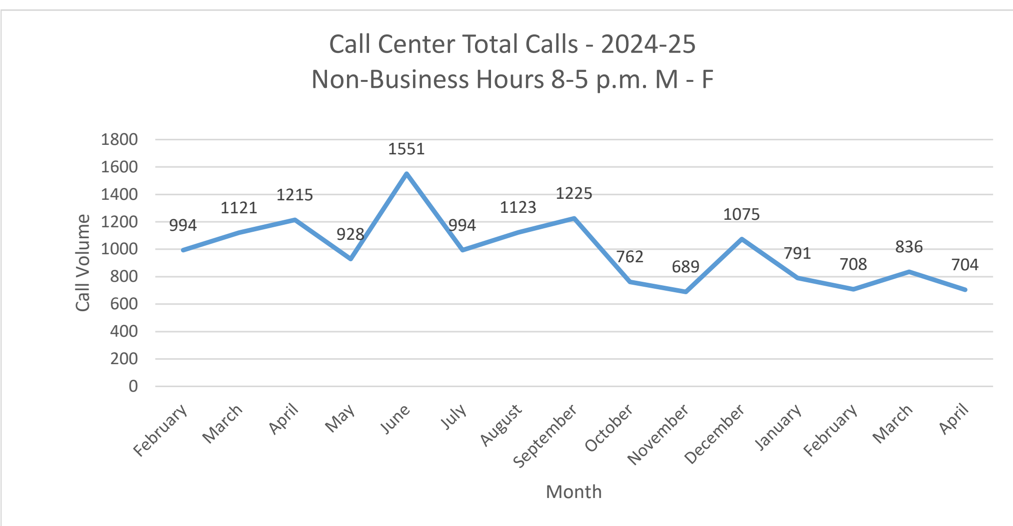
**Committee Updates:**
McKenzie, Pohlod and Kay provided committee updates to the group.

Meeting adjourned at 9:38 a.m.

**NEXT MEETING: Wednesday, June 25, 2025, at 8:30 a.m.**




| MONTHLY PARKING PERMITS SOLD | | | | | |
|---|---|---|---|---|---|
| | **Chester** | **N. Old Woodward** | **Park** | **Peabody** | **Pierce** |
| **Unreserved** | 1167 | 987 | 1047 | 547 | 807 |
| **Evening** | 7 | 10 | 8 | 11 | 25 |
| **Total** | 1174 | 997 | 1055 | 558 | 832 |

# April Call Center Breakdown

| Total Calls By Garage | City of Birmingham - All Garages |
|---|---|
| Chester St Garage | 28 |
| Old North Woodward | 167 |
| Park St. Garage | 198 |
| Peabody Garage | 85 |
| Pierce Garage | 234 |
| **Grand Total** | **712** |

| Facility | City of Birmingham - All Garages |
|---|---|

| Types of Calls | Count of Start |
|---|---|
| 02-Credit Card Payment | 82 |
| 03-Cash Payment | 12 |
| 04-Invalid Ticket / Ticketless Options | 75 |
| 05-Invalid Validation | 10 |
| 06-Assistance On Site | 1 |
| 07-Lost Ticket | 35 |
| 08-Ghost Call | 223 |
| 09-Vendor | 10 |
| 10-Receipt | 4 |
| 11-Equipment Issue | 49 |
| 13-Monthly | 92 |
| 14-Test Call | 1 |
| 16-Network - Audio/Video Issue | 74 |
| 17-Insufficient Funds | 18 |
| 24-General Information | 20 |
| 25-Previous Call Vend | 3 |
| (blank) | 3 |
| **Grand Total** | **712** |

| Facility | City of Birmingham Michigan - Chester St Garage |
|---|---|

| Row Labels | Count of Start |
|---|---|
| 04-Invalid Ticket / Ticketless Options | 3 |
| 05-Invalid Validation | 1 |
| 07-Lost Ticket | 2 |
| 08-Ghost Call | 7 |
| 10-Receipt | 1 |
| 13-Monthly | 12 |
| 16-Network - Audio/Video Issue | 1 |
| (blank) | 1 |
| **Grand Total** | **28** |

| Facility | City of Birmingham Michigan - Old North Woodward |
|---|---|

| Row Labels | Count of Start |
|---|---|
| 02-Credit Card Payment | 12 |
| 04-Invalid Ticket / Ticketless Options | 20 |
| 05-Invalid Validation | 4 |
| 06-Assistance On Site | 1 |
| 07-Lost Ticket | 8 |
| 08-Ghost Call | 53 |
| 09-Vendor | 7 |
| 11-Equipment Issue | 7 |
| 13-Monthly | 26 |
| 16-Network - Audio/Video Issue | 20 |
| 17-Insufficient Funds | 2 |
| 24-General Information | 5 |
| 25-Previous Call Vend | 1 |
| (blank) | 1 |
| **Grand Total** | **167** |

| Facility | City of Birmingham Michigan - Park St. Garage |
|---|---|

| Row Labels | Count of Start |
|---|---|
| 02-Credit Card Payment | 14 |
| 03-Cash Payment | 5 |
| 04-Invalid Ticket / Ticketless Options | 19 |
| 05-Invalid Validation | 5 |
| 07-Lost Ticket | 12 |
| 08-Ghost Call | 62 |
| 10-Receipt | 1 |
| 11-Equipment Issue | 35 |
| 13-Monthly | 16 |
| 16-Network - Audio/Video Issue | 21 |
| 17-Insufficient Funds | 3 |
| 24-General Information | 4 |
| (blank) | 1 |
| **Grand Total** | **198** |

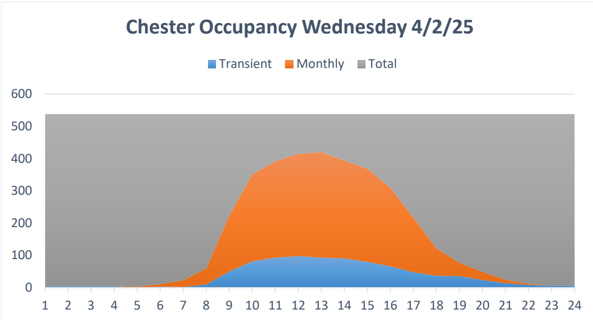
| Facility | City of Birmingham Michigan - Peabody Garage |
|---|---|

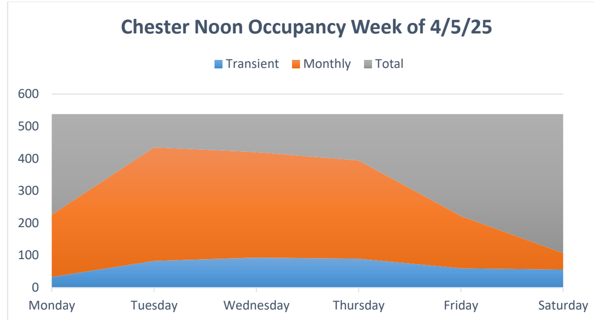
| Row Labels | Count of Start |
|---|---|
| 02-Credit Card Payment | 13 |
| 03-Cash Payment | 3 |
| 04-Invalid Ticket / Ticketless Options | 10 |
| 07-Lost Ticket | 3 |
| 08-Ghost Call | 23 |
| 11-Equipment Issue | 2 |
| 13-Monthly | 14 |
| 16-Network - Audio/Video Issue | 7 |
| 17-Insufficient Funds | 4 |
| 24-General Information | 6 |
| **Grand Total** | **85** |

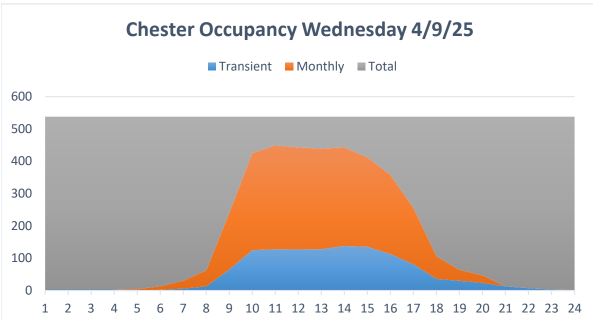
| Facility | City of Birmingham Michigan - Pierce Garage |
|---|---|

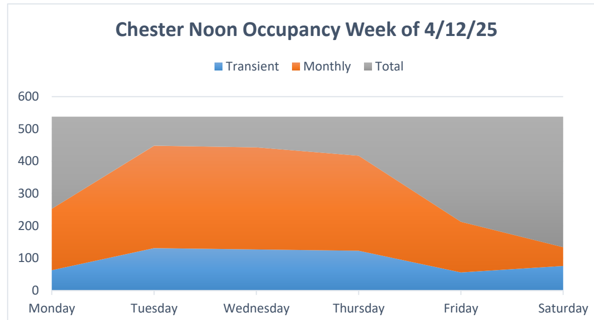
| Row Labels | Count of Start |
|---|---|
| 02-Credit Card Payment | 43 |
| 03-Cash Payment | 4 |
| 04-Invalid Ticket / Ticketless Options | 23 |
| 07-Lost Ticket | 10 |
| 08-Ghost Call | 78 |
| 09-Vendor | 3 |
| 10-Receipt | 2 |
| 11-Equipment Issue | 5 |
| 13-Monthly | 24 |
| 14-Test Call | 1 |
| 16-Network - Audio/Video Issue | 25 |
| 17-Insufficient Funds | 9 |
| 24-General Information | 5 |
| 25-Previous Call Vend | 2 |
| **Grand Total** | **234** |

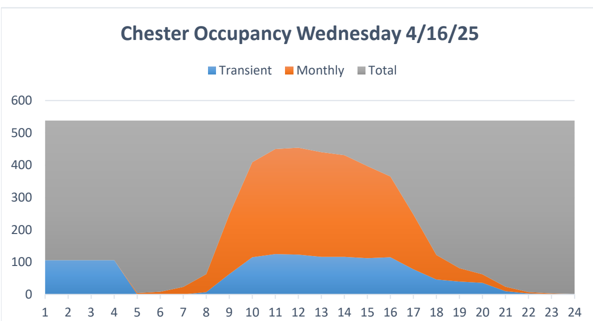
April Chester Charts

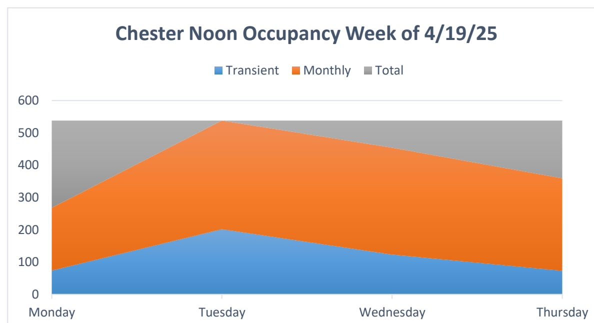


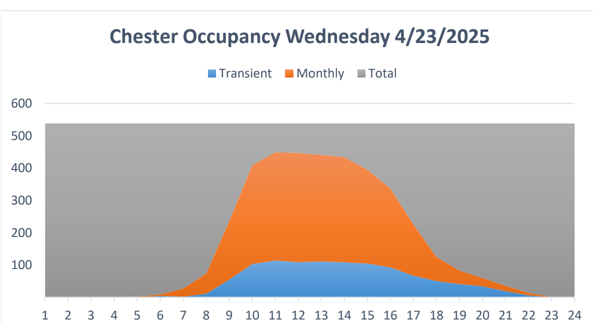



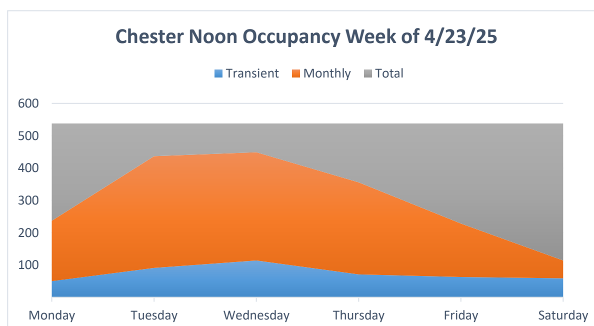



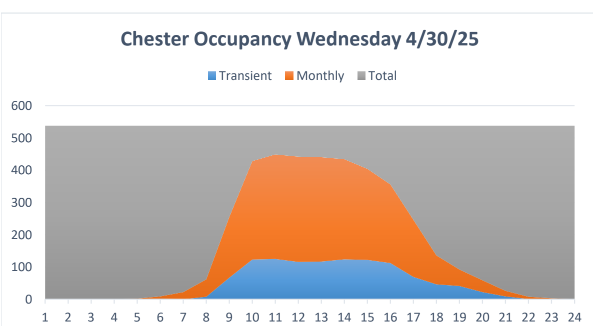



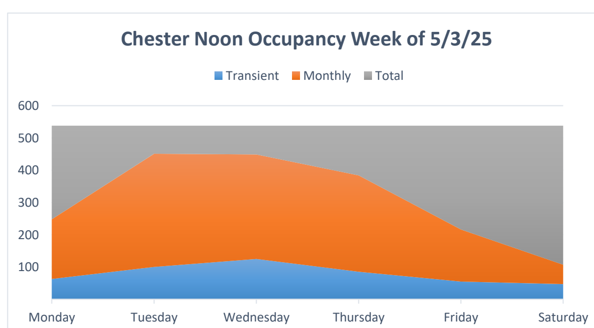



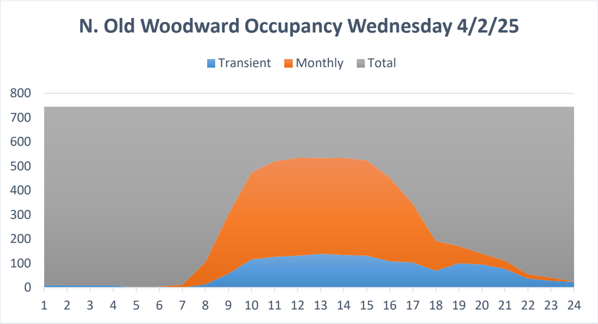



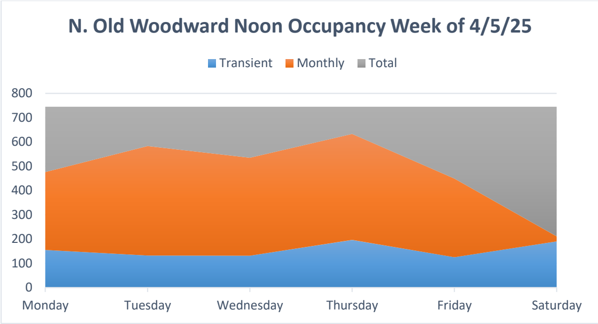



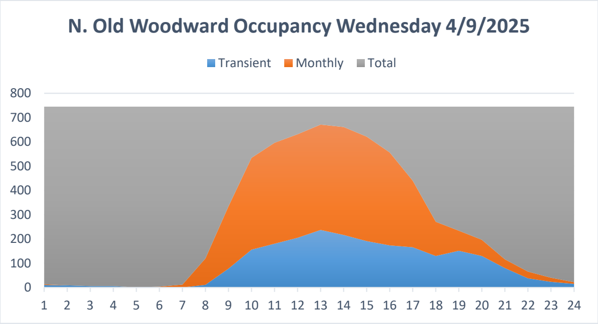



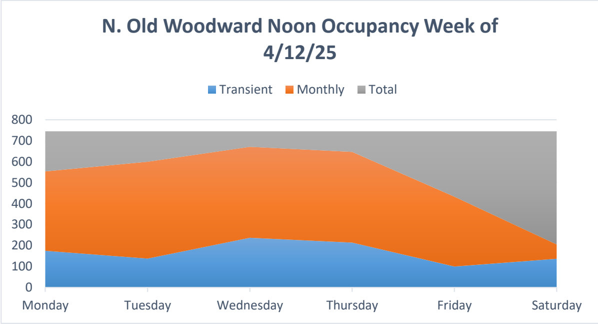



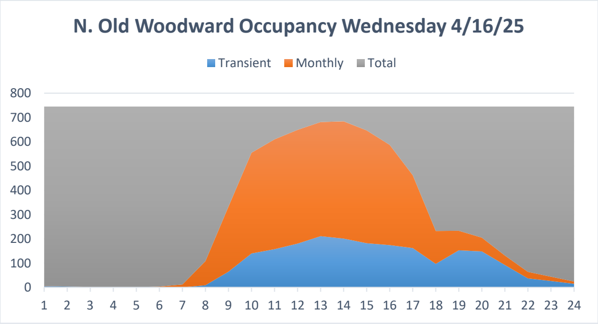
N. Old Woodward Garage April Charts

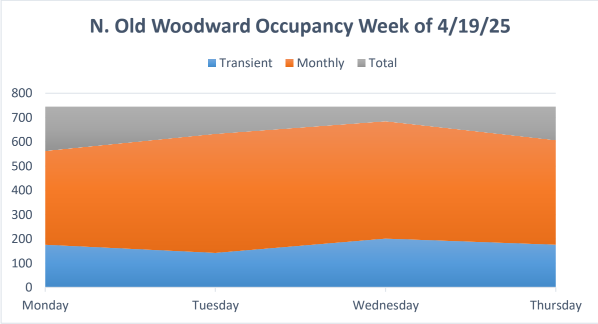


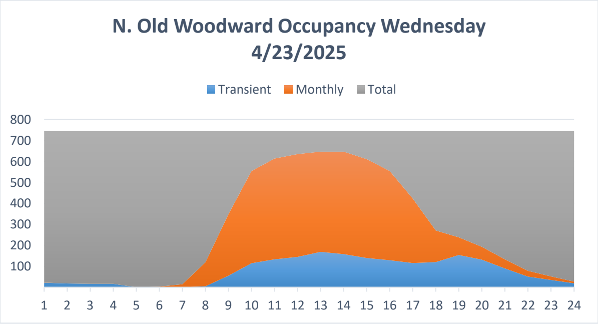



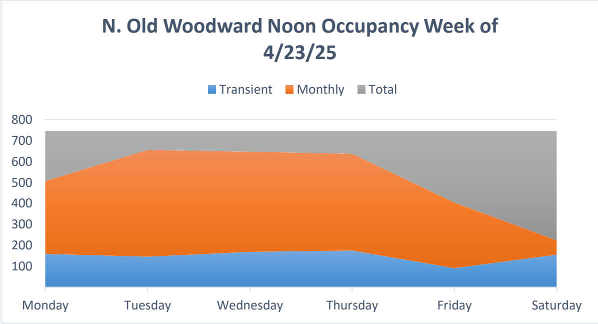



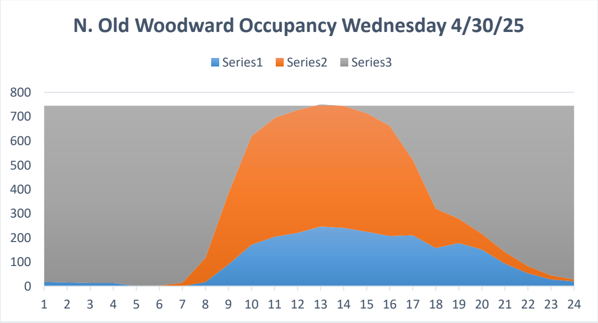



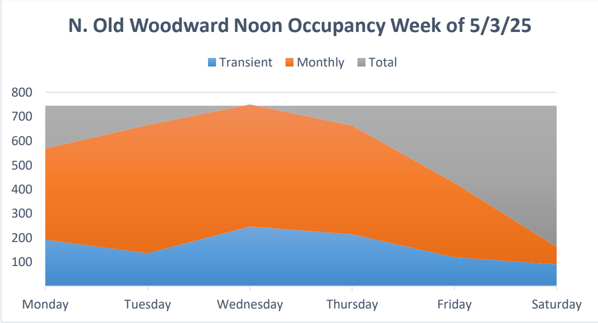



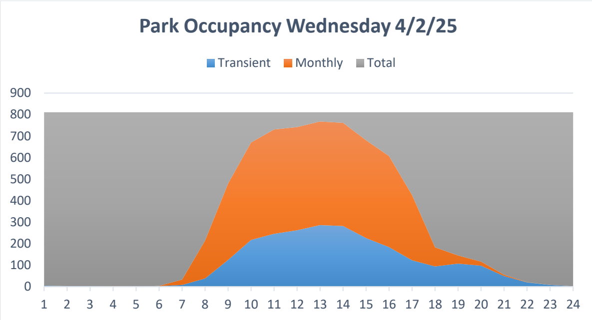



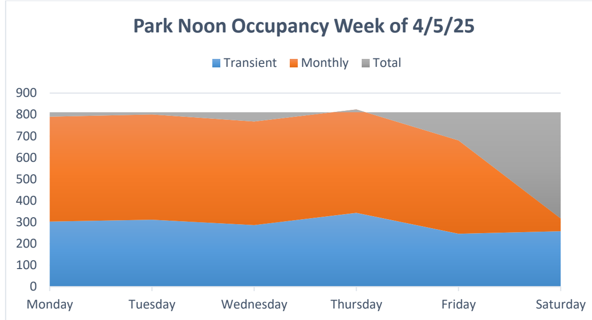



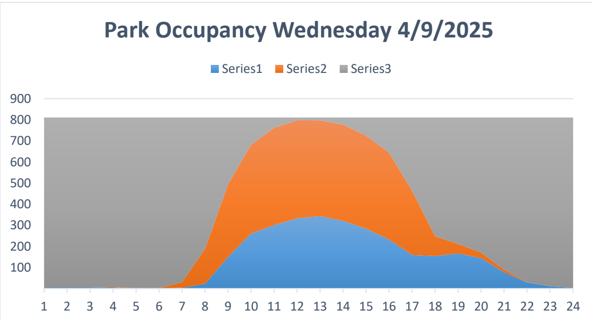



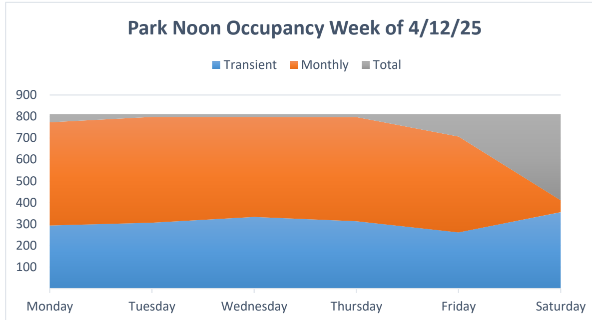



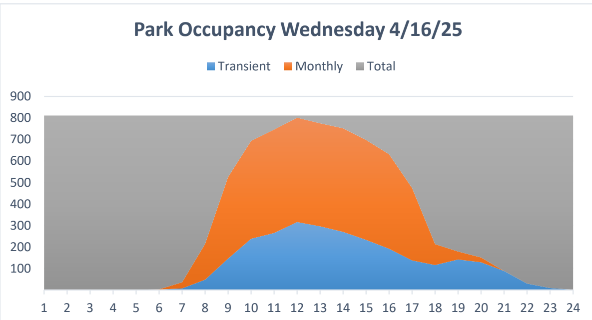
April Park Garage Charts

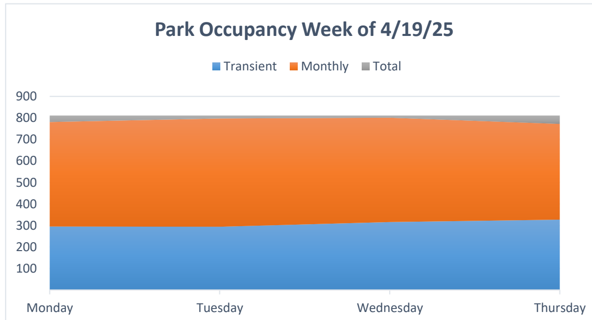


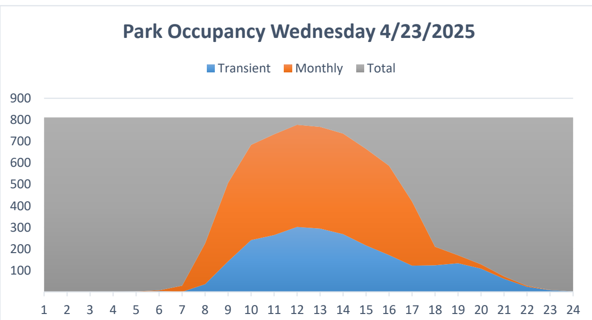



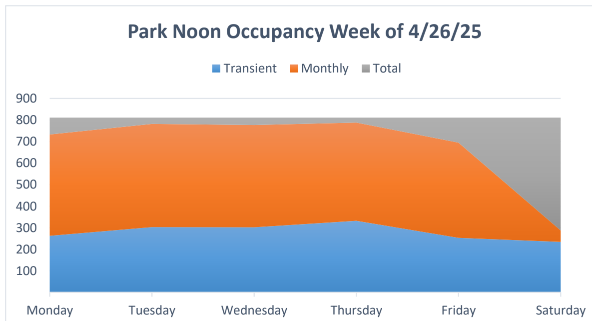



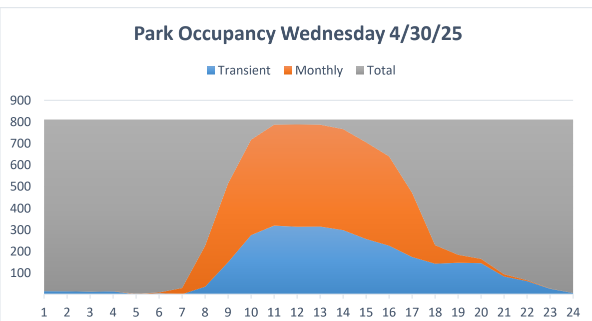



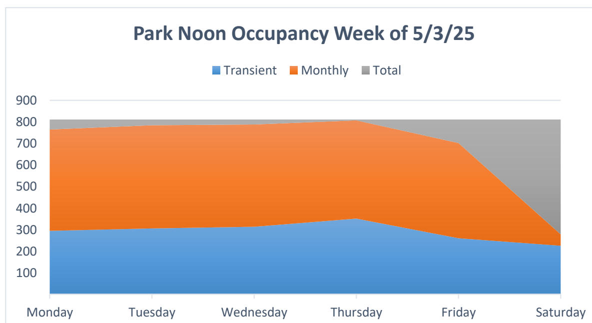



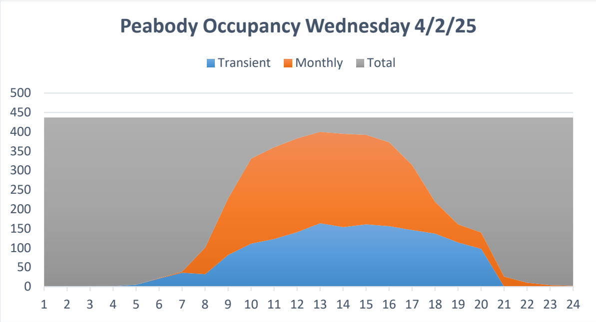



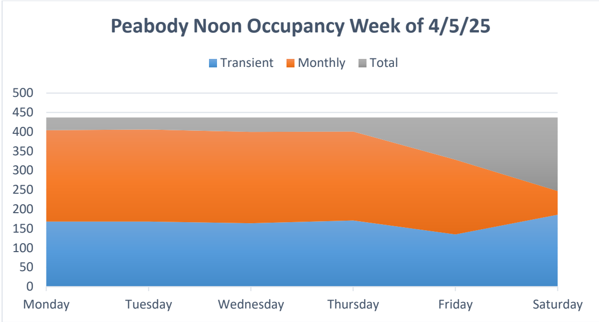



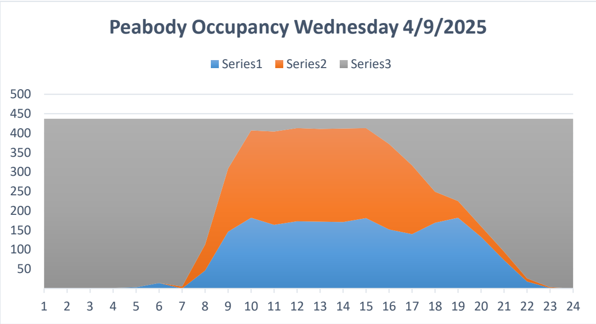



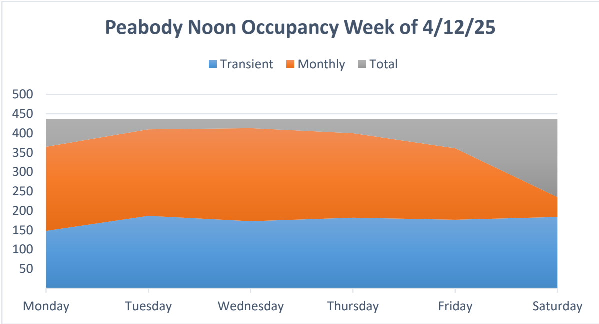



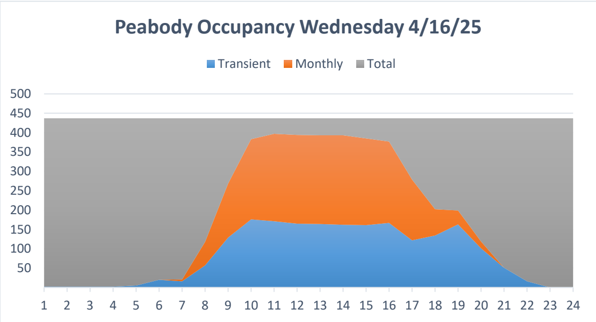
April Peabody Charts

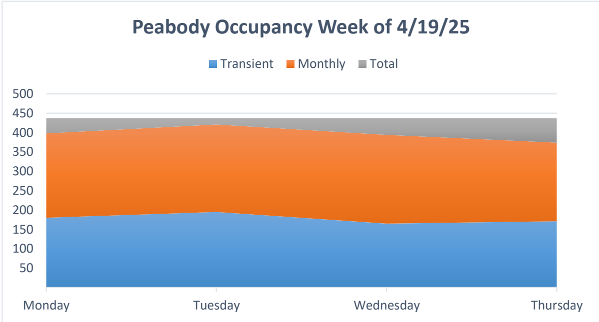


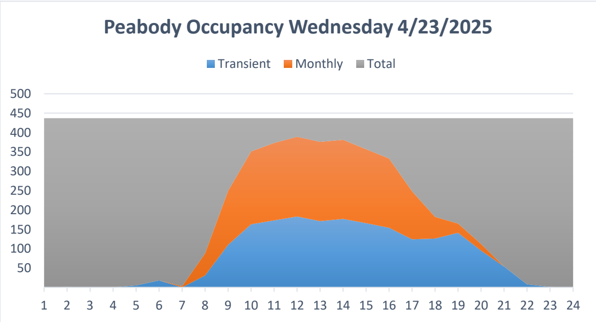



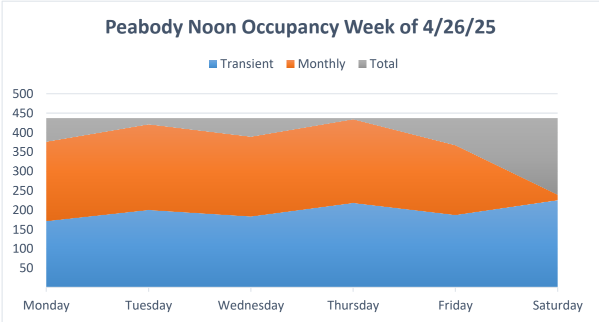



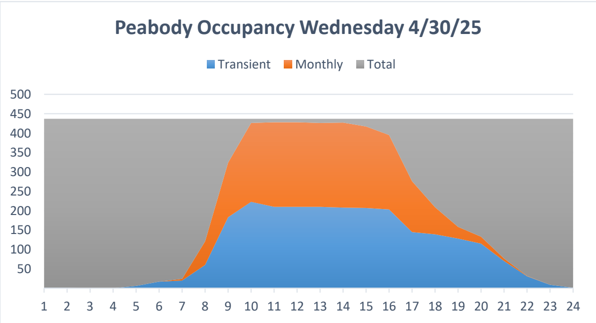



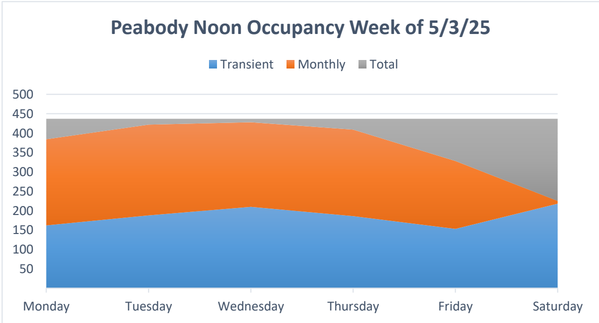



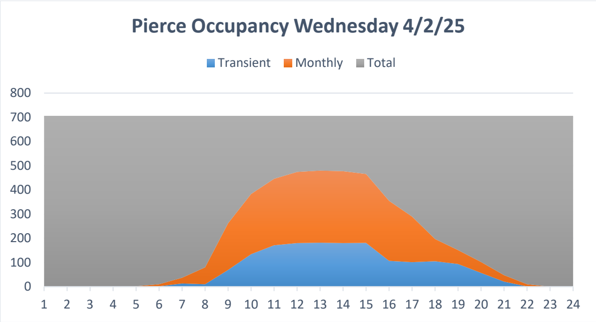



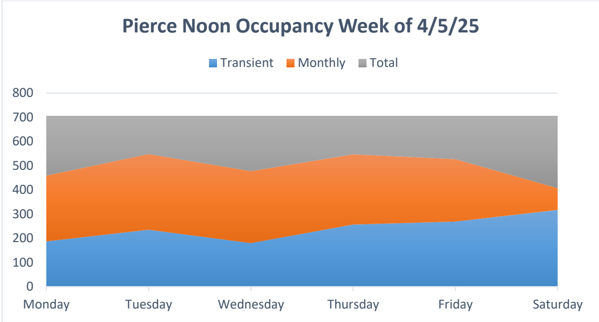



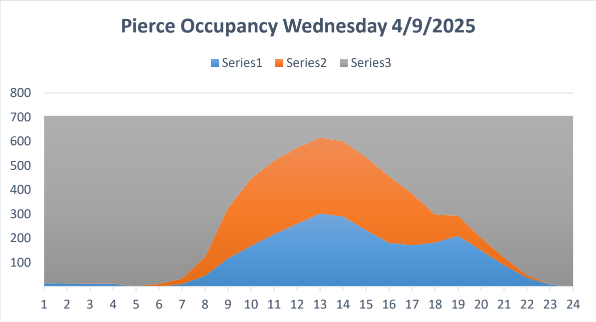



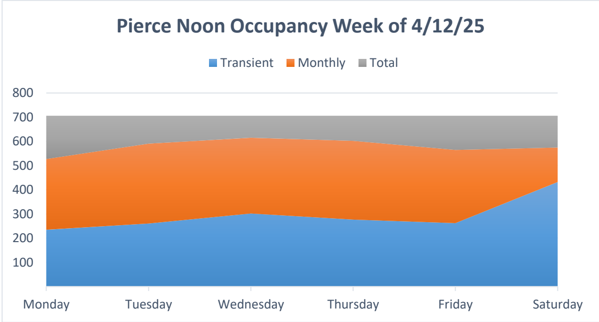



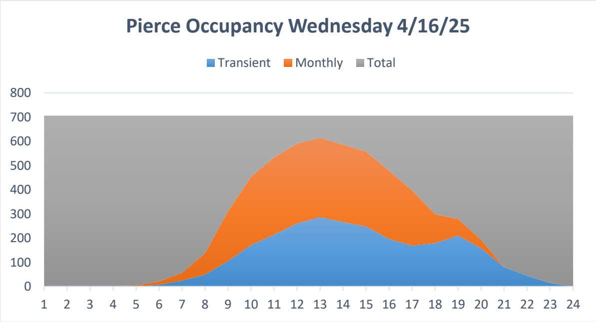
April Pierce Charts

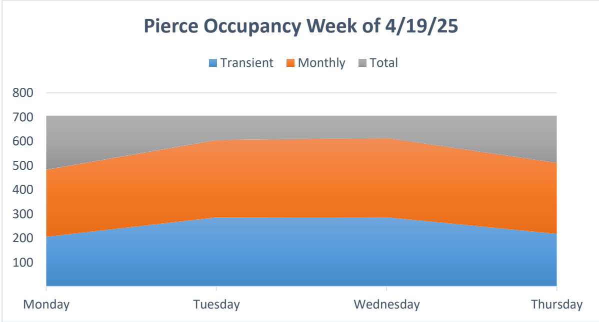


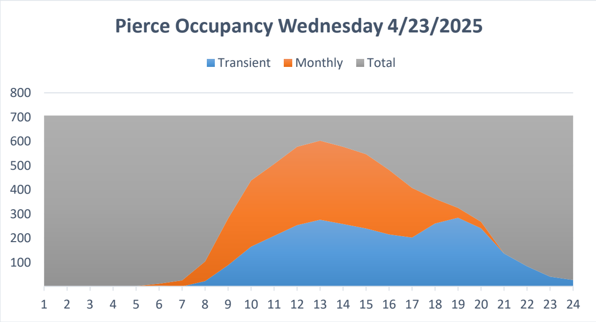



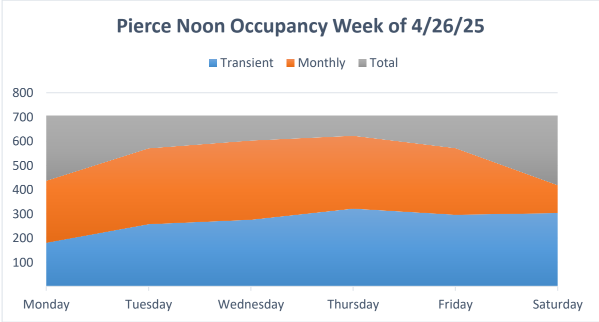



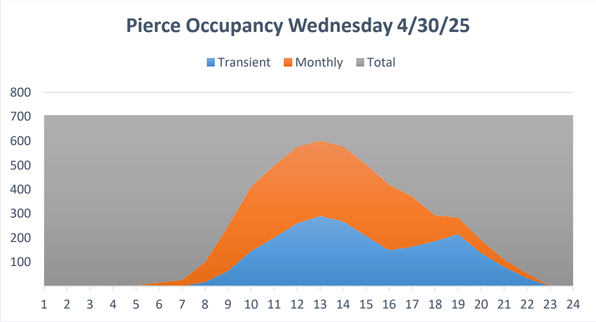



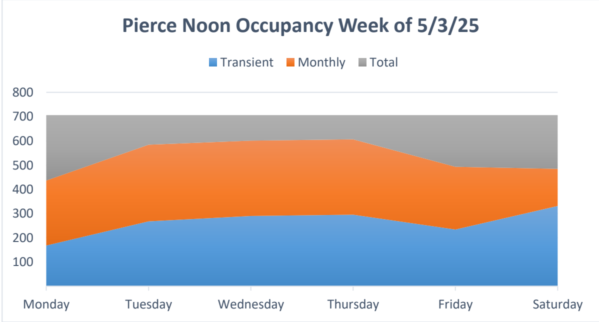



# FREE PARKING REPORT

**March 2025**

| GARAGE | TOTAL CARS | FREE CARS | CASH REVENUE | % FREE VEHICLES | Paying cars | Rate per |
|---|---|---|---|---|---|---|
| CHESTER | 4,839 | 2,397 | $15,824.00 | 50% | 2,442 | $6.48 |
| OLD WOODWARD | 13,808 | 7,171 | $40,594.00 | 52% | 6,637 | $6.12 |
| PARK | 20,242 | 9,758 | $63,138.00 | 48% | 10,484 | $6.02 |
| PEABODY | 22,585 | 14,227 | $42,049.00 | 63% | 8,358 | $5.03 |
| PIERCE | 22,232 | 9,650 | $81,114.00 | 43% | 12,582 | $6.45 |
| **TOTALS** | **83,706** | **43,203** | **$242,719.00** | | | **$6.02** |

**April 2025**

| GARAGE | TOTAL CARS | FREE CARS | CASH REVENUE | % FREE VEHICLES | Paying cars | Rate per |
|---|---|---|---|---|---|---|
| CHESTER | 5,147 | 2,413 | $18,500.00 | 47% | 2,734 | $6.77 |
| OLD WOODWARD | 13,967 | 7,253 | $41,598.00 | 52% | 6,714 | $6.20 |
| PARK | 21,897 | 10,071 | $65,698.00 | 46% | 11,826 | $5.56 |
| PEABODY | 20,766 | 12,756 | $44,838.00 | 61% | 8,010 | $5.60 |
| PIERCE | 22,235 | 9,884 | $78,566.00 | 44% | 12,351 | $6.36 |
| **TOTALS** | **84,012** | **42,377** | **$249,200.00** | | | **$6.10** |

**REVENUE**

| Chester Garage | | Current Month | Current Month Prio Year | Notes |
|---|---|---|---|---|
| | Monthly ($70.00) | $ 71,950.00 | $ 73,980.00 | Information is pulled from monthly parking software not City Finance system |
| | Transient | $ 18,764.00 | $ 12,778.00 | Revenue from the kiosks in the garage as well as validations |
| | Subtotal | $ 90,714.00 | $ 86,758.00 | |
| N. Old Woodward Garage | | Current Month | Current Month Prio Year | |
| | Monthly ($90.00) | $ 83,020.00 | $ 63,070.00 | Information is pulled from monthly parking software not City Finance system |
| | Transient | $ 42,312.00 | $ 21,904.00 | Revenue from the kiosks in the garage as well as validations |
| | Subtotal | $ 125,332.00 | $ 84,974.00 | |
| Park Garage | | Current Month | Current Month Prio Year | |
| | Monthly ($90.00) | $ 87,245.00 | $ 82,855.00 | Information is pulled from monthly parking software not City Finance system |
| | Transient | $ 66,764.00 | $ 30,324.00 | Revenue from the kiosks in the garage as well as validations |
| | Subtotal | $ 154,009.00 | $ 113,179.00 | |
| Peabody Garage | | Current Month | Current Month Prio Year | |
| | Monthly ($90.00) | $ 42,930.00 | $ 47,730.00 | Information is pulled from monthly parking software not City Finance system |
| | Transient | $ 46,294.00 | $ 25,208.00 | Revenue from the kiosks in the garage as well as validations |
| | Subtotal | $ 89,224.00 | $ 72,938.00 | |
| Pierce Garage | | Current Month | Current Month Prio Year | |
| | Monthly ($100.00) | $ 71,200.00 | $ 92,150.00 | Information is pulled from monthly parking software not City Finance system |
| | Transient | $ 81,418.00 | $ 66,732.00 | Revenue from the kiosks in the garage as well as validations |
| | Subtotal | $ 152,618.00 | $ 158,882.00 | |
| Total Garage Revenue | | $ 611,897.00 | $ 516,731.00 | |
| | Meters - Coins | $ 40,608.00 | $ 43,788.00 | |
| | Meters - Credit Card | $ 58,224.00 | $ 51,841.00 | |
| | Meters - ParkMobile | $ 90,254.00 | $ 87,120.00 | |
| Meter Revenue | | $ 189,086.00 | $ 182,749.00 | |
| Hantag Permits | | $ 15,940.00 | $ 41,295.00 | Sold quarterly. |
| **Total Revenue** | | **$ 816,923.00** | **$ 740,775.00** | |
| Cash and Inventments (Cash on hand) | | $ 40,751,677.00 | $ 32,962,490.00 | |
| APS Fund Balance | | $ 53,773,766.00 | $ 47,022,828.00 | |

**EXPENSES**

| | Current Month | Current Month Prio Year | |
|---|---|---|---|
| Meter | $ 17,102.00 | $ 23,179.00 | Includes the labor for two meter shop employees |
| General & Admin | $ 71,174.00 | $ 55,166.00 | 2025 includes credit card processing fees, which were previously allocated elsewhere |
| Chester | $ 59,302.00 | $ 41,146.00 | 2025 higher due to ongoing repair project |
| N. Old Woodward | $ 4,855.00 | $ 27,371.00 | 2024 was higher due to WJE engineering fees |
| Park | $ 5,035.00 | $ 33,202.00 | 2024 was higher due to WJE engineering fees |
| Peabody | $ 4,008.00 | $ 29,110.00 | 2024 buildings was higher due to WJE engineering fees |
| Pierce | $ 5,784.00 | $ 29,354.00 | 2025 buildings was higher due to WJE engineering fees |
| Lot 6 | $ 1,246.00 | $ 3,778.00 | Bought new hangtags in 2024 in this month |
| Other (Lot 7, 9, 10, 11) | $ 711.00 | $ 1,495.00 | |
| **Total Expenses** | **$ 169,217.00** | **$ 243,801.00** | |

# 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 | A | P | | | | | | | | | | 2 | 2 | 50% |
| Beth Hussey | P | CP | P | P | P | | | | | | | | | | 4 | 0 | 100% |
| Zachery Kay | P | CP | P | P | P | | | | | | | | | | 4 | 0 | 100% |
| Jessica Lundberg | P | CP | P | P | P | | | | | | | | | | 4 | 0 | 100% |
| Mike McKenzie | P | CP | A | P | P | | | | | | | | | | 3 | 1 | 75% |
| Amy Pohlod | P | CP | P | P | P | | | | | | | | | | 4 | 0 | 100% |
| Bill Roberts | P | CP | P | AE | P | | | | | | | | | | 3 | 1 | 75% |
| Minna Sharrak | NA | NA | NA | NA | A | | | | | | | | | | 0 | 1 | 0% |
| Sam Surnow | A | CP | P | A | P | | | | | | | | | | 2 | 2 | 50% |
| Michele Taddei | P | CP | P | P | P | | | | | | | | | | 4 | 0 | 100% |
| Sloane Wolf | P | CP | P | P | P | | | | | | | | | | 4 | 0 | 100% |
| Member Name | | | | | | | | | | | | | | | 0 | 0 | #DIV/0! |
| | | | | | | | | | | | | | | | 0 | 0 | #DIV/0! |
| | | | | | | | | | | | | | | | 0 | 0 | #DIV/0! |
| Reserved | | | | | | | | | | | | | | | 0 | 0 | #DIV/0! |
| Doug Fehan | P | CP | P | P | A | | | | | | | | | | 3 | 1 | 75% |
| Sarvy Lipari | P | CP | P | A | P | | | | | | | | | | 3 | 1 | 75% |
| Present or Available | **8** | **10** | **9** | **7** | **10** | 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 | *4/29/2025 | *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 | *6/12/2025 | |
| 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 | 10:00 AM |