



Birmingham Shopping District Agenda
Thursday, July 10, 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. 3-7)
3. Consent Agenda
 - a. Approval of BSD Board Minutes – June 5, 2025 (pg. 8-11)
 - b. Approval of Vouchers – June 2025 (pg. 12-13)
4. New Business
5. Presentations
 - a. BSD Website
6. Old Business
7. Reports
 - a. Committee Reports: (pg. 14-25)
 - 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. 1-2)
8. Information: Other Announcements, Attendance, & Monthly Meeting Schedule (pg. 26-27)
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
downtownbirmingham.com

BOARD AGENDA OVERVIEW

July 10, 2025

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

Finance Reports

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

Consent Agenda Items

Motion: To approve the consent agenda for July 10, 2025, as presented.

a. Minutes

Minutes from the June 5, 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 June 2025.

New Business

Presentations

- a. BSD Website

Old Business

Executive Director Report

Fiscal Year End:

We are finalizing all of our fiscal year 2025 projects and payments through the end of this month, as we transition to fiscal year 2026, which began July 1, 2025. We are also initiating purchase orders for our fiscal year 2026 contracts.

Special Events:

The Farmers Market continues to welcome thousands of visitors each Sunday. On Sunday, July 13, we will welcome Gazelle Sports to host a Second Sunday Fitness run/walk for all fitness levels, starting at 9 a.m. and on Sunday, July 20 we will host the annual Super Farmer Day event, with



BIRMINGHAM

SHOPPING DISTRICT

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super-hero themed activities, characters and a visit from our own hometown heroes from the Birmingham Police and Fire Departments. The market is open every Sunday through October 26 from 9 a.m. – 2 p.m.

We are preparing for Day On The Town on Saturday, July 26, and the Birmingham Cruise Event on Saturday, August 16. We have also had an initial planning meeting for the BirminghamBURGER event, which takes place October 1-31.

Seasonal Employees and Volunteers:

The BSD continues to recruit volunteers ages 12+ to support the Farmers Market, Movie Nights, Day On The Town, Birmingham Cruise Event and other events. For the Birmingham Cruise Event, we have several volunteer shifts open for adult volunteers. Those interested in volunteering should visit downtownbirmingham.com/volunteer to learn more.

Scholarship:

BSD Executive Director Bassett applied for and was awarded a \$500 travel scholarship from Main Street America in the form of a reimbursement for travel costs for the Main Street America conference Bassett attended in April 2025.

Tourism:

Bassett continues to participate on the Steering Committee for the Oakland County *Tourism and Attraction Strategic Plan*. Following the [Destination Diagnostic Report](#) developed in the Discovery Phase, the team is now in the process of analyzing the data collected during the Visioning Workshops held on June 16 and 17. More details are available at visitoaklandcounty.com/strategic-plan.

Fund 235.0 PRINCIPAL SHOPPING DISTRICT

GL Number	Description	Balance
*** Assets ***		
235.0-000.000-005.0000	CASH AND INVESTMENTS	1,874,953.13
235.0-000.000-036.0000	MISCELLANEOUS	72,258.00
235.0-000.000-045.0902	A/R PSD SAD 2024-2025	111,830.96
235.0-000.000-047.0901	PSD 2023-2024 DELQ SAD	39,870.74
Total Assets		2,098,912.83
*** Liabilities ***		
235.0-000.000-202.0000	ACCOUNTS PAYABLE	26.93
235.0-000.000-255.0001	GIFT CERTIFICATES	600.00
235.0-000.000-362.0300	DEFERRED INFLOWS - MISCELLANEOUS I	72,258.00
235.0-000.000-362.0700	DEFERRED INFLOWS - SPECIAL ASSESSM	111,830.96
235.0-000.000-362.0800	DEFERRED INFLOWS - DELQ SPECIAL AS	39,870.74
Total Liabilities		224,586.63
*** 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		294,035.86
Ending Fund Balance		1,874,326.20
Total Liabilities And Fund Balance		2,098,912.83

PERIOD ENDING 05/31/2025

GL NUMBER	DESCRIPTION	2023-24		2024-25		ACTIVITY FOR	YTD BALANCE	% BDGT	ENCUMBERED
		AMENDED BUDGET	END BALANCE	AMENDED BUDGET	MONTH	05/31/25			
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	0.00
USE OF FUND BALANCE		111,004.35	0.00	62,619.17	0.00	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	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	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	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	0.00
235.0-000.000-452.0902	PSD 2024-2025	0.00	0.00	1,143,160.00	4,961.43	1,105,600.81	96.71	0.00	0.00
235.0-000.000-452.0903	PSD 2025-2026	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-000.000-474.0000	SPECIAL ASSESSMENT INTEREST	0.00	617.18	0.00	49.61	49.61	100.00	0.00	0.00
SPECIAL ASSESSMENTS		1,201,500.00	1,173,875.81	1,202,710.00	5,011.04	1,129,510.28	93.91	0.00	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	0.00
FEDERAL GRANTS		0.00	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	0.00
LOCAL CONTRIBUTIONS		0.00	1,000.00	0.00	0.00	2,500.00	100.00	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	0.00
CHARGES FOR SERVICES		25,000.00	25,000.00	25,000.00	0.00	25,000.00	100.00	0.00	0.00
INTEREST AND RENT									
235.0-000.000-665.0001	INVESTMENT INCOME	5,420.00	63,510.50	36,000.00	0.00	48,125.46	133.68	0.00	0.00
INTEREST AND RENT		5,420.00	63,510.50	36,000.00	0.00	48,125.46	133.68	0.00	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	0.00
235.0-000.000-676.0001	CONTR FROM PRIVATE SOURCE	220,000.00	235,644.00	230,000.00	13,860.00	250,444.87	108.89	0.00	0.00
235.0-000.000-677.0001	SUNDRY & MISCELLANEOUS	0.00	238.51	0.00	0.00	158.40	100.00	0.00	0.00
OTHER REVENUE		220,000.00	235,882.51	230,000.00	13,860.00	250,603.27	108.96	0.00	0.00
Total Dept 000.000		1,562,924.35	1,499,268.82	1,556,329.17	18,871.04	1,455,739.01	93.54	0.00	0.00
TOTAL REVENUES		1,562,924.35	1,499,268.82	1,556,329.17	18,871.04	1,455,739.01	93.54	0.00	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	0.00
235.0-175.000-702.0002	OVERTIME PAY	0.00	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	0.00
235.0-175.000-711.0000	LABOR BURDEN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

PERIOD ENDING 05/31/2025

GL NUMBER	DESCRIPTION	ACTIVITY FOR						
		2023-24 AMENDED BUDGET	END BALANCE 06/30/2024	2024-25 AMENDED BUDGET	MONTH 05/31/25	YTD BALANCE 05/31/2025	% BDGT USED	ENCUMBERED YEAR-TO-DATE
Fund 235.0 - PRINCIPAL SHOPPING DISTRICT								
Expenditures								
235.0-175.000-711.0001	FICA	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0002	HOSPITALIZATION	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0003	LIFE INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0005	DENTAL/OPTICAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0006	ST/LT DISABILITY INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0007	WORKER'S COMPENSATION	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0012	RETIREMENT DEFINED CONTRIBUTIC	0.00	0.00	0.00	0.00	0.00	0.00	0.00
235.0-175.000-711.0013	RET HLTH SVGS CONTR EMPLR	0.00	0.00	0.00	0.00	0.00	0.00	0.00
PERSONNEL SERVICES		0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 175.000 - PUBLIC RELATIONS		0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dept 441.005 - DOWNTOWN MAINTENANCE								
PERSONNEL SERVICES								
235.0-441.005-702.0001	SALARIES & WAGES DIRECT	61,730.00	53,328.45	39,370.00	4,260.45	61,503.28	156.22	0.00
235.0-441.005-702.0002	OVERTIME PAY	18,240.00	24,709.33	24,730.00	2,208.53	20,119.39	81.36	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	471.72	6,062.62	123.22	0.00
235.0-441.005-711.0002	HOSPITALIZATION	15,520.00	14,657.57	10,740.00	1,132.04	18,564.87	172.86	0.00
235.0-441.005-711.0003	LIFE INSURANCE	210.00	261.77	170.00	23.99	305.96	179.98	0.00
235.0-441.005-711.0004	RETIREE HEALTH CARE CONTRIBUTI	6,600.00	4,339.59	4,230.00	307.00	3,886.43	91.88	0.00
235.0-441.005-711.0005	DENTAL/OPTICAL	730.00	896.45	610.00	71.51	1,208.36	198.09	0.00
235.0-441.005-711.0006	ST/LT DISABILITY INSURANCE	620.00	653.64	600.00	58.18	703.70	117.28	0.00
235.0-441.005-711.0007	WORKER'S COMPENSATION	1,490.00	1,456.09	1,160.00	118.94	1,490.49	128.49	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	7,050.12	91.56	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	636.33	6,937.71	128.48	0.00
235.0-441.005-711.0013	RET HLTH SVGS CONTR EMPLR	1,140.00	1,636.23	670.00	187.09	2,243.31	334.82	0.00
PERSONNEL SERVICES		125,100.00	122,771.52	100,540.00	10,116.70	130,332.74	129.63	0.00
OTHER CHARGES								
235.0-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	44,630.00	31,604.30	36,190.00	4,236.15	35,836.16	99.02	0.00
OTHER CHARGES		44,630.00	31,604.30	36,190.00	4,236.15	35,836.16	99.02	0.00
Total Dept 441.005 - DOWNTOWN MAINTENANCE		169,730.00	154,375.82	136,730.00	14,352.85	166,168.90	121.53	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	37,289.45	297,054.52	92.42	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	2,776.75	22,093.48	89.85	0.00
235.0-720.000-711.0002	HOSPITALIZATION	67,460.00	47,477.85	70,710.00	4,229.37	39,219.13	55.46	0.00
235.0-720.000-711.0003	LIFE INSURANCE	950.00	731.60	580.00	108.51	849.99	146.55	0.00

PERIOD ENDING 05/31/2025

GL NUMBER	DESCRIPTION	2023-24		2024-25		ACTIVITY FOR	YTD BALANCE	% BDGT USED	ENCUMBERED YEAR-TO-DATE
		AMENDED BUDGET	END BALANCE 06/30/2024	AMENDED BUDGET	MONTH 05/31/25	05/31/2025			
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	5,887.75	90.03	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	119.52	936.16	89.16	0.00	
235.0-720.000-711.0007	WORKER'S COMPENSATION	1,080.00	929.80	1,190.00	120.78	940.37	79.02	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	8,116.13	91.60	0.00	
235.0-720.000-711.0011	HRA CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
235.0-720.000-711.0012	RETIREMENT DEFINED CONTRIBUTIC	11,190.00	8,274.29	10,460.00	1,261.50	(2,135.99)	(20.42)	0.00	
235.0-720.000-711.0013	RET HLTH SVGS CONTR EMPLR	1,820.00	1,444.54	1,830.00	210.00	(2,227.73)	(121.73)	0.00	
PERSONNEL SERVICES		467,380.00	390,938.87	450,200.00	47,388.96	371,148.24	82.44	0.00	
OTHER CHARGES									
235.0-720.000-801.0200	LEGAL SERVICES	3,120.00	4,166.25	3,000.00	0.00	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	0.00	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	0.00	24,544.99	104.72	6,975.00	
235.0-720.000-851.0000	TELEPHONE	1,750.00	1,518.06	1,750.00	149.76	1,675.53	95.74	0.00	
235.0-720.000-881.0000	MARKETING & ADVERTISING	189,995.00	142,388.90	191,597.01	70.75	133,638.38	81.55	22,615.01	
235.0-720.000-882.0000	PUBLIC RELATIONS	8,000.00	5,785.75	13,500.00	0.00	4,174.10	30.92	0.00	
235.0-720.000-883.0000	TENANT RECRUITMENT	106,620.00	30,677.30	101,357.51	0.00	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	686.37	251,268.01	102.58	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	0.00	992.23	82.69	0.00	
235.0-720.000-935.0200	MAINTENANCE SHOPPING DIST	117,379.35	81,904.79	87,574.65	0.00	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	40,910.87	91.67	0.00	
235.0-720.000-944.0000	BUILDING OR FACILITY RENT	12,000.00	12,000.00	12,000.00	1,000.00	11,000.00	91.67	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	1,071.86	2,620.41	52.41	0.00	
235.0-720.000-958.0200	EMPLOYEE PARKING	0.00	2,000.00	4,730.00	500.00	5,320.00	112.47	0.00	
235.0-720.000-960.0400	LIABILITY INSURANCE	4,970.00	4,970.04	5,170.00	430.83	4,739.13	91.67	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	7,628.74	621,528.58	72.42	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	57.05	2,857.43	81.64	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	57.05	2,857.43	63.50	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	

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 05/31/2025

GL NUMBER	DESCRIPTION	2023-24	END BALANCE	2024-25	ACTIVITY FOR	YTD BALANCE	% BDGT	ENCUMBERED
		AMENDED BUDGET	06/30/2024	AMENDED BUDGET	MONTH 05/31/25	05/31/2025	USED	YEAR-TO-DATE
Fund 235.0 - PRINCIPAL SHOPPING DISTRICT								
Expenditures								
Total Dept 720.000 - PRINCIPAL SHOPPING DISTRICT		<u>1,393,194.35</u>	<u>1,117,194.16</u>	<u>1,419,599.17</u>	<u>55,074.75</u>	<u>995,534.25</u>	<u>75.57</u>	<u>77,225.80</u>
TOTAL EXPENDITURES		<u>1,562,924.35</u>	<u>1,271,569.98</u>	<u>1,556,329.17</u>	<u>69,427.60</u>	<u>1,161,703.15</u>	<u>79.61</u>	<u>77,225.80</u>
Fund 235.0 - PRINCIPAL SHOPPING DISTRICT:								
TOTAL REVENUES		<u>1,562,924.35</u>	<u>1,499,268.82</u>	<u>1,556,329.17</u>	<u>18,871.04</u>	<u>1,455,739.01</u>	<u>93.54</u>	<u>0.00</u>
TOTAL EXPENDITURES		<u>1,562,924.35</u>	<u>1,271,569.98</u>	<u>1,556,329.17</u>	<u>69,427.60</u>	<u>1,161,703.15</u>	<u>79.61</u>	<u>77,225.80</u>
NET OF REVENUES & EXPENDITURES		<u>0.00</u>	<u>227,698.84</u>	<u>0.00</u>	<u>(50,556.56)</u>	<u>294,035.86</u>	<u>100.00</u>	<u>(77,225.80)</u>

City of Birmingham
Birmingham Shopping District Meeting Minutes
Thursday, June 5, 2025 - 8:30 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held on Thursday, June 5, 2025, at 8:30 a.m. at The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Hussey, Kay, McKenzie, Pohlod, Roberts, Sharrak, Surnow, Taddei, Wolf, Director Emeritus Fehan, Secretary Lipari

ABSENT: Ecker, Lundberg

ADMINISTRATION: Bassett, Brook

GUEST(S): Floyd A. Simmons

2. RECOGNITION OF VISITORS

3. FINANCE REPORT – BASSETT

Bassett reported that the budget is tracking well. Investment income is higher than anticipated, as is income from private sources. She expects this to lead to an increase in the fund balance this year.

She will continue to monitor DPS expenses. Special events was under budgeted. That line item has exceeded its projection. Bassett increased the budgeted amount for the coming year to account for increasing event costs.

4. APPROVAL OF CONSENT AGENDA

Consent agenda consisted of the:

- a. Approval of the BSD Board minutes from May 1, 2025;
- b. Approval of vouchers – May 2025
- c. Absence Waiver for Director Lundberg

MOTION: Motion by Kay, seconded by Hussey, to approve the BSD Board minutes from May 1, 2025, the vouchers for May 2025, and an absence waiver for Director Lundberg.

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

Motion passed.

5. NEW BUSINESS

Pohlod introduced Sharrak, the newest BSD board member to the group.

6. PRESENTATIONS

a. BSD Fund

Bassett shared that she recently presented the 2026 Principal Shopping District budget to Birmingham City Commission. Commissioners approved the budget as presented.

Bassett explained that she gave Commissioners background information on the BSD. She shared the BSD structure and its four committees and gave an overview of the strategic plan.

Items Bassett highlighted in the budget included an expected \$25,000 contribution from the Advisory Parking Committee to help promote two-hour free parking in the City structures. She also shared information on planned special projects like office improvements, work on the Willits Alley and a larger investment in and focus on social media. There will also be additional spending in administrative services, as the BSD will now be paying additional fees to several City departments for their services.

7. OLD BUSINESS

8. REPORTS

a. COMMITTEE REPORTS

SPECIAL EVENTS - KAY

Kay shared that the last committee meeting focused on plans for the upcoming Art Walk. This discussion will continue at the next committee meeting. Representatives from the Public Arts Board have been invited to discuss the possible expansion of the event.

MARKETING & ADVERTISING - KAY

Kay reported that DPS would install Farmers Market light pole banners on pedestrian facing poles. Website updates are continuing. The influencer campaign began with the publishing of the first two videos.

MAINTENANCE/CAPITAL IMPROVEMENTS - LIPARI

Lipari shared that the committee is working on lighting possibilities for Merrill Street. They are continuing to explore different options for holiday and year round lights that would go over the street.

The Willits Alley project is moving forward. Designers from Oakland County shared their input with the committee.

Hanging baskets have been installed. The committee is pleased with how they look.

BUSINESS DEVELOPMENT - SURNOW

Surnow reported that the committee is working on a new digital guide. They want to tell the story of what Birmingham has to offer. This is something that was discussed at some of the meetings with property owners.

Bassett added that they have begun getting responses to the downtown usage survey. She encouraged board members to take the survey and shared that the survey will remain open for several months. Those who complete the survey will be eligible for a prize drawing.

EXECUTIVE COMMITTEE REPORT – POHLOD

No report given.

b. WAYFINDING - FEHAN

No report given.

c. ADVISORY PARKING COMMITTEE

Taddei shared that about half of parkers are taking advantage of free parking in the structures. The Chester Structure is undergoing renovations. Bassett added that the structures are filling again as more employees return to the office.

d. EXECUTIVE DIRECTOR REPORT

Bassett reported that the BSD received a \$2,500 grant from Oakland County for Farmers Market equipment. Over 15,300 people visited the Farmers Market during the month of May. This is higher than previous years.

Website development is nearing completion.

Oakland County's tourism project is entering its third phase. They are continuing to work on ways to enhance the county and to build stronger regional relationships with Detroit.

Seasonal employees started working at the Farmers Market and other events. We are also recruiting volunteers.

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 – 9:33 A.M.

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

Amy Pohlod, BSD Board Chair

Date

DRAFT

Birmingham Principal Shopping District Board**Voucher List For:** 07/10/2025

Early Release Vendor	Description	Account	Amount
4US PRINTING LLC	VESTS FOR BSD STAFF	MARKETING & ADVERTISING	1,096.04
ART/DESIGN GROUP LTD	ARTWORK FOR ADS AND CHANGES TO SHOP AND DINING GUIDES	MARKETING & ADVERTISING	895.00
BEASLEY MEDIA GROUP, LLC	ADVERTISING FOR GENERAL AND FARMERS MARKET	GENERAL 2025	5,500.00
BEIER HOWLETT P.C.	MISC LEGAL FEES	LEGAL SERVICES	66.00
CAR TRUCKING INC	DUMPSTER FOR FARMERS MARKET	SPECIAL EVENTS	65.40
DEVAR + THE DETROITERS	PERFORMANCE AT BFM 7/20/25	SPECIAL EVENTS	300.00
ERIKA BASSETT	MISC SUPPLIES FOR BFM	SPECIAL EVENTS	30.00
ETHNIC ARTWORK, INC	T-SHIRTS FOR BOARD AND STAFF	MARKETING & ADVERTISING	840.75
FAIRYTALE ENTERTAINMENT PARTYS	PERFORMANCE AT MOVIE NIGHT 8/8/25	SPECIAL EVENTS	822.00
GEOCENTRIC LLC	WEBSITE HOSTING AND MAINTENANCE JULY 1, 2025-JUNE 30, 2026	WEBSITE HOSTING AND MAINTENANCE	13,150.00
IHEART MEDIA	ADVERTISING FOR GENERAL	GENERAL - SPRING/SUMMER 2025	5,614.98
JAIMI BROOK	MISC SUPPLIES FOR FARMERS MARKET	SPECIAL EVENTS	81.04
JCC CREATIVE LLC	MONTHLY PHOTOGRAPHY SERVICES	MONTHLY PHOTOGRAPHY SERVICES	500.00
JOHN PETERS	PERFORMANCE AT BFM 7/13/25	SPECIAL EVENTS	200.00
LIFESTYLE PUBLICATIONS LLC	PRINTING AND PUBLISHING	PRINTING AND PUBLISHING	1,250.00
MARGARET SCHMALTZ	PERFORMANCE AT BFM 8/10/25	SPECIAL EVENTS	300.00
MICHELLE FRANCIS	WATERCOLOR PRINTS FOR BUSINESS ANNIVERSARIES	WATERCOLOR PRINTS FOR BUSINESS ANNIVERSA	140.00
MILES PARTNERSHIP LLLP	WEBSITE HOSTING AND MAINTENANCE	WEB SITE MAINTENANCE	3,010.00
OAKLAND COUNTY MOMS	ADVERTISING FOR MOVIE NIGHTS, HOLIDAY, BRRMINGHAM BLAST	MOVIE NIGHTS	3,250.00
PEGASUS ENTERTAINMENT INC	VIDEO/AUDIO FOR MOVIE NIGHTS	MOVIE NIGHT	3,300.00
POLITICAL PRODUCTIONS	GARLAND HANGING AT WINTER MARKET	WINTER MARKET GARLAND	3,200.00
ROBERT MONTELEONE	PERFORMANCE AT BFM 062225	SPECIAL EVENTS	200.00
SEEN MEDIA GROUP	INFLUENCER MARKETING CAMPAIGN	MARKETING & ADVERTISING	9,600.00

Birmingham Principal Shopping District Board

Voucher List For: 07/10/2025

Early Release Vendor	Description	Account	Amount
SHERI HUNTER	EXPENSES FOR ECONOMIC DEVELOPMENT CONFERENCE	CONFERENCES & WORKSHOPS	25.46
SIGNS-N-DESIGNS INC	BANNER FOR DAY ON THE TOWN	MARKETING & ADVERTISING	1,311.00
STEVE TAYLOR MUSIC	PERFORMANCE AT BFM 7/27/25	SPECIAL EVENTS	200.00
SWANK MOTION PICTURES, INC	MOVIE RENTAL FOR AUGUST MOVIE NIGHT	SPECIAL EVENTS	815.00
TURNER SANITATION, INC	PORTA POTTIES AND SINK STATIONS AT EVENTS	FARMERS MARKET	665.00
UNIQUE PONY RIDES	PERFORMANCE AT BFM 8/10/25	SPECIAL EVENTS	780.00
* AMAZON CAPITAL SERVICES INC	MOVIE FOR JUNE MOVIE NIGHT & MISC SUPPLIES	SPECIAL EVENTS	496.42
* BRITTEN, INC.	FARMERS MARKET BANNERS FOR LIGHT POLES	MARKETING & ADVERTISING	1,295.00
* CHAT GPT	MONTHLY SUBSCRIPTION	MARKETING & ADVERTISING	20.00
* META/ FACEBOOK	SPRING STROLL POSTS	MARKETING & ADVERTISING	44.49
Total:			\$ 59,063.58

JOURNAL ENTRIES

City of Birmingham - Holiday lights	\$ 25,690.96
Dynamic Systems - Powerwashing	6,195.75
Dog Waste Depot - Paw pal bags	423.38
City of Birmingham - Employee parking	500.00
 Total Journal Entries	 \$ 32,810.09
 TOTAL VOUCHERS AND JOURNAL ENTRIES	 \$ 91,873.67 =====

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

Board Chair _____ **Date** _____

Special Events Committee Meeting Minutes
151 Martin Street, Conference Rooms 202 & 203
June 13, 2025, at 8:30am

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

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

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

Guests: S. Aldred, J. Fines, A. VanGeldereren, P. Vercellone

Absent: S. Lipari

Approval of Minutes: Motion by Fehan seconded by Lilley to approve the minutes dated May 9, 2025. All ayes. Motion approved.

Public Comment: None

Art Walk

The committee continued the discussion of 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.

VanGeldereren expressed concern about having a street event drawing people away from the artists in the stores. The group talked about the goals of the event and the importance of foot traffic going into the participating stores and seeing the work that the artists are displaying.

The committee decided not to pursue the idea of closing Merrill Street for live music and other event components this year. Instead, they would like to encourage restaurants to participate by having live music and a special drink for attendees starting at 7:30 p.m. VanGeldereren suggested special cups produced by local artists for the “signature drink.” She will look into feasibility.

The committee would like to have topiaries at each store again this year. They are also interested in having more buskers in the event area.

Holiday Plans

Brook informed the committee that the performer who has been our lead Santa for many years retired. Brook is working on booking other Santas.

Brook also shared that she is looking at our multi-year contract with Wahl Tents for Winter Markt has ended. She is looking into other providers.

Meeting adjourned at 9:50 a.m.

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

Marketing and Advertising Committee Meeting Minutes

151 Martin Street, Commission Room

June 11, 2025

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

Absent: E. Miller

Public/Guest: Devin Muldoon

Approval of Minutes:

Motion by Pohlod, seconded by Bouscher, to approve the minutes dated May 14, 2025. All ayes, motion approved.

Public Comment: None

Website Update:

Bassett gave a final review of the website. She demonstrated the new features and functionality that GeoCentric developed, which included general content and navigation updates. The committee agreed they like the new updates and will contribute to an enhanced user experience for website visitors. The website will launch in late June with no lapse in site service.

Downtown Guide:

Bassett shared the outline and layout for the Downtown Guide, which will be available in both print and digital format and serve as an aid for Business Development and marketing.

Social Influencer: Bassett gave the metrics for the social influencers.

Bureau Detroit: Bureau Detroit will update and make video edits within the budget.

Style Guide: A new script font was added to the brand guidelines. A new Farmers Market banner was created and will be up by July 1.

The meeting ended at 9:27 a.m.

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

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

JULY 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
Elsa Arms, Estate & Couture	34164	Woodward Avenue, Suite 309	Furniture & Apparel	07/02/25	Scheduled to Open
Highline Trading	135	Old Woodward, North	Jeweler	06/17/25	Scheduled to Open
HealthMarkets	925	Maple Road, East	Insurance	06/17/25	Scheduled to Open
Street Beet	239	Old Woodward, North	Dining	06/17/25	Scheduled to Open
mane collab	730	Old Woodward, North	Salon	06/17/25	Scheduled to Open
Ideal Medical Massage	630	Old Woodward, North, Suite 303	Medical	06/17/25	Scheduled to Open
VITAstir	251	Merrill Street, East, Suite 202	Medical	06/12/25	Scheduled to Open
Highline Trading	135	Old Woodward, North	Jeweler	06/12/25	Scheduled to Open
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
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
Banya	555	Old Woodward, South, Suite 27L	Health/Wellness	06/01/25	Opened
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

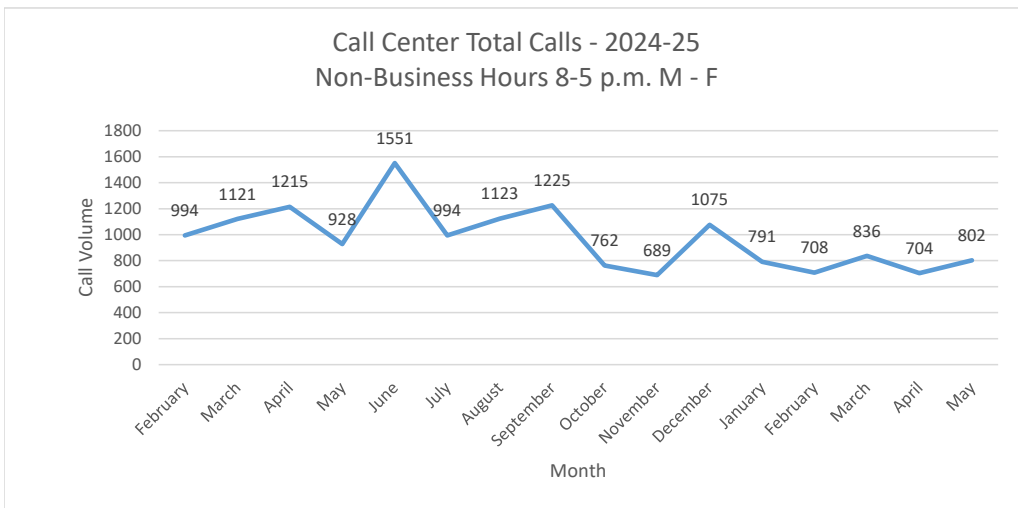
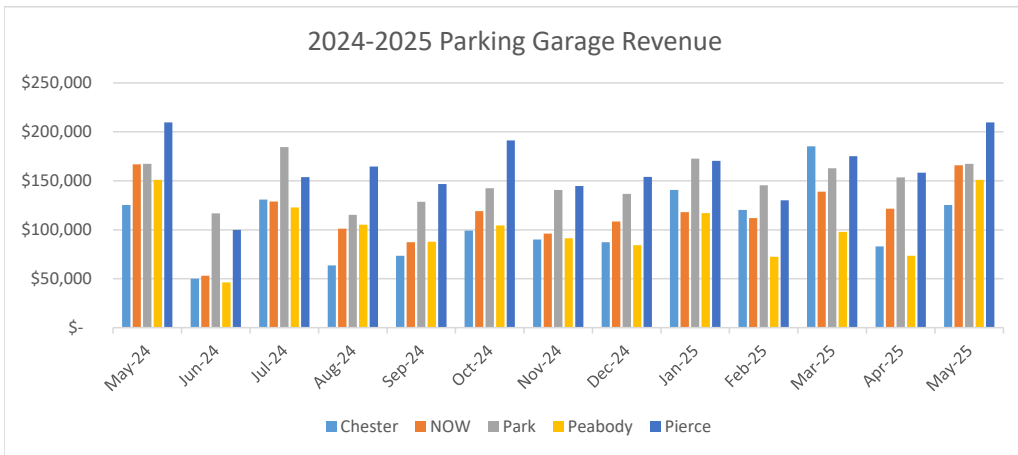
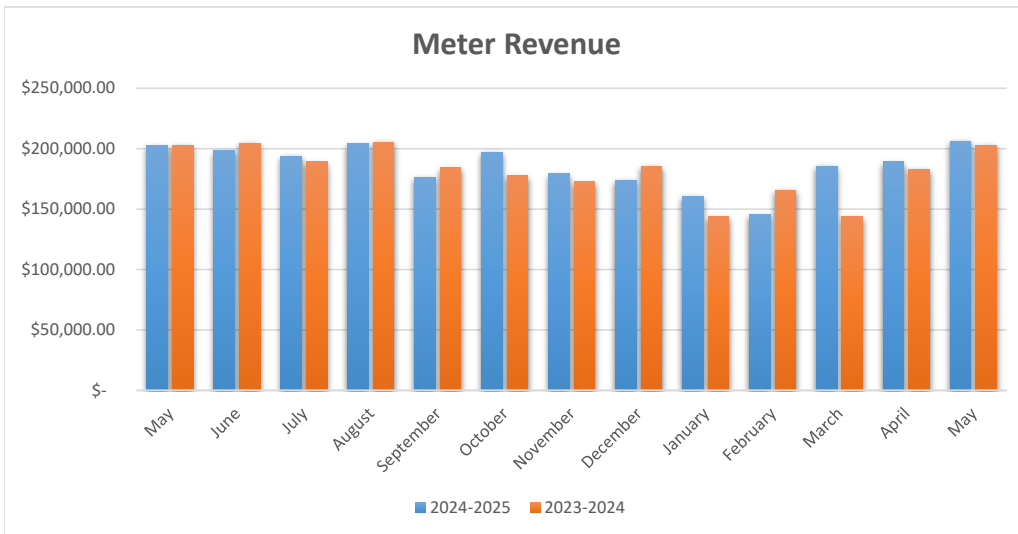
SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

JULY 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
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
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



MONTHLY PARKING PERMITS SOLD					
	Chester	N. Old Woodward	Park	Peabody	Pierce
Unreserved	1179	1005	1032	544	822
Evening	7	14	9	11	25
Total	1186	1019	1041	555	847

MAY CALL CENTER BREAKDOWN

Facility	(All)
Row Labels	Count of Start
02-Credit Card Payment	110
03-Cash Payment	5
04-Invalid Ticket / Ticketless Options	105
05-Invalid Validation	18
06-Assistance On Site	7
07-Lost Ticket	37
08-Ghost Call	242
09-Vendor	6
10-Receipt	2
11-Equipment Issue	61
13-Monthly	87
14-Test Call	9
16-Network - Audio/Video Issue	91
17-Insufficient Funds	24
24-General Information	30
(blank)	6
Grand Total	840

Facility	City of Birmingham Michigan - Chester St Garage
Row Labels	Count of Start
02-Credit Card Payment	7
04-Invalid Ticket / Ticketless Options	8
05-Invalid Validation	1
06-Assistance On Site	2
07-Lost Ticket	2
08-Ghost Call	21
13-Monthly	12
14-Test Call	2
16-Network - Audio/Video Issue	9
17-Insufficient Funds	1
Grand Total	65

Facility	City of Birmingham Michigan - Old North Woodward
Row Labels	Count of Start
02-Credit Card Payment	18
03-Cash Payment	1
04-Invalid Ticket / Ticketless Options	32
05-Invalid Validation	6
06-Assistance On Site	1
07-Lost Ticket	10
08-Ghost Call	58
09-Vendor	2
11-Equipment Issue	5
13-Monthly	19
14-Test Call	4
16-Network - Audio/Video Issue	18
17-Insufficient Funds	4
24-General Information	6
(blank)	1
Grand Total	185

Facility	City of Birmingham Michigan - Park St. Garage
Row Labels	Count of Start
02-Credit Card Payment	29
03-Cash Payment	1
04-Invalid Ticket / Ticketless Options	18
05-Invalid Validation	7
07-Lost Ticket	14
08-Ghost Call	42
11-Equipment Issue	10
13-Monthly	19
16-Network - Audio/Video Issue	17
17-Insufficient Funds	4
24-General Information	9
(blank)	2
Grand Total	172

Facility	City of Birmingham Michigan - Peabody Garage
Row Labels	Count of Start
02-Credit Card Payment	17
04-Invalid Ticket / Ticketless Options	13
05-Invalid Validation	2
06-Assistance On Site	3
07-Lost Ticket	6
08-Ghost Call	46
11-Equipment Issue	35
13-Monthly	8
14-Test Call	1
16-Network - Audio/Video Issue	20
17-Insufficient Funds	6
24-General Information	4
Grand Total	161

Facility	City of Birmingham Michigan - Pierce Garage
Row Labels	Count of Start
02-Credit Card Payment	39
03-Cash Payment	3
04-Invalid Ticket / Ticketless Options	34
05-Invalid Validation	2
06-Assistance On Site	1
07-Lost Ticket	5
08-Ghost Call	75
09-Vendor	4
10-Receipt	2
11-Equipment Issue	11
13-Monthly	29
14-Test Call	2
16-Network - Audio/Video Issue	27
17-Insufficient Funds	9
24-General Information	11
(blank)	3
Grand Total	257

FREE PARKING REPORT

April 2025

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE VEHICLES
CHESTER	5,147	2,413	\$18,500.00	47%
OLD WOODWARD	13,967	7,253	\$41,598.00	52%
PARK	21,897	10,071	\$65,698.00	46%
PEABODY	20,766	12,756	\$44,838.00	61%
PIERCE	22,235	9,884	\$78,566.00	44%
TOTALS	84,012	42,377	\$249,200.00	50%

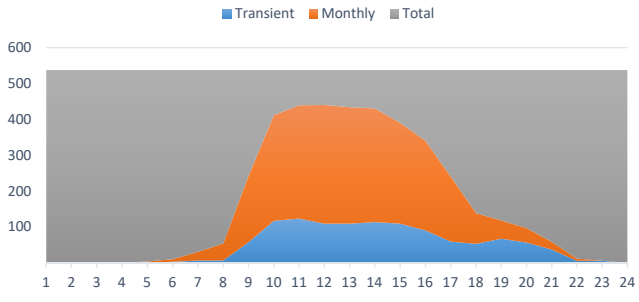
Paying cars	Rate per
2,734	\$6.77
6,714	\$6.20
11,826	\$5.56
8,010	\$5.60
12,351	\$6.36
	\$6.10

May 2025

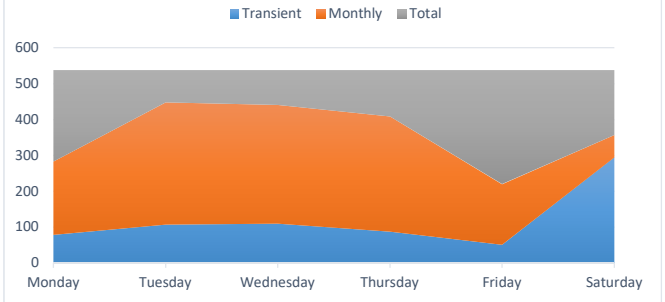
GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE VEHICLES
CHESTER	8,823	4,661	\$23,088.00	53%
OLD WOODWARD	18,709	10,337	\$48,700.00	55%
PARK	26,790	13,145	\$73,960.00	49%
PEABODY	24,340	14,343	\$54,588.00	59%
PIERCE	30,873	15,183	\$92,092.00	49%
TOTALS	109,535	57,669	\$292,428.00	53%

Paying cars	Rate per
4,162	\$5.55
8,372	\$5.82
13,645	\$5.42
9,997	\$5.46
15,690	\$5.87
	\$5.62

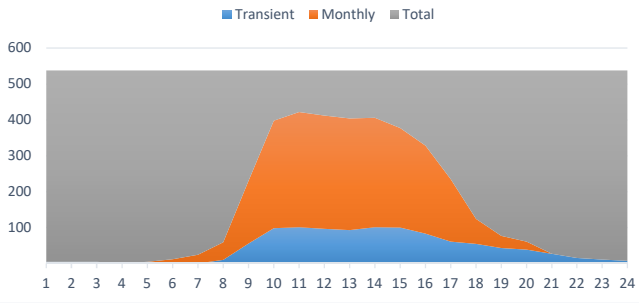
Chester Occupancy Wednesday 5/7/25



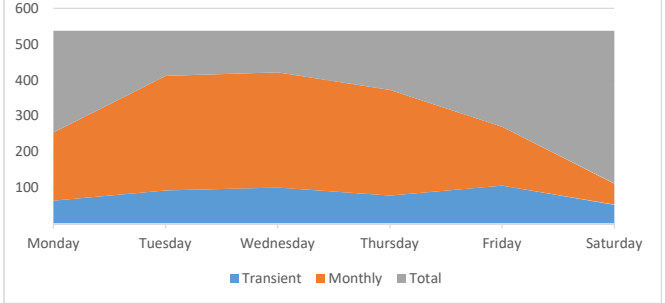
Chester Noon Occupancy Week of 5/10/25



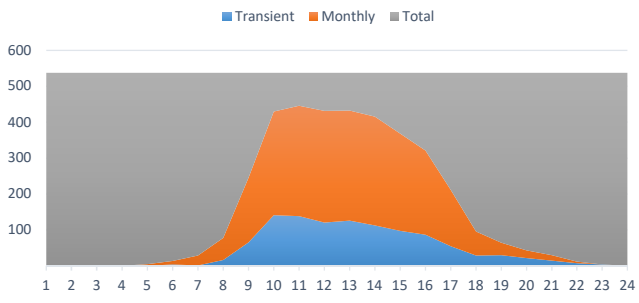
Chester Occupancy Wednesday 5/14/25



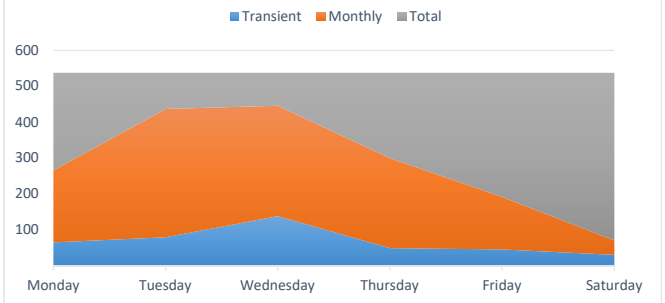
Chester Occupancy Week of 5/17/25



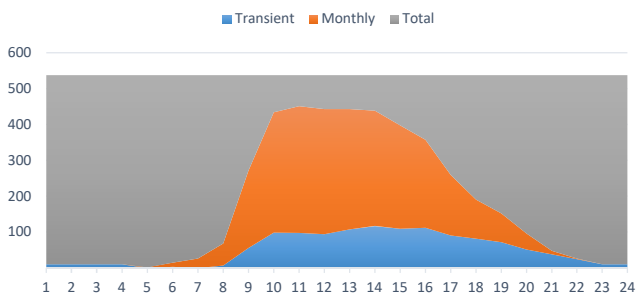
Chester Occupancy Wednesday 5/21/25



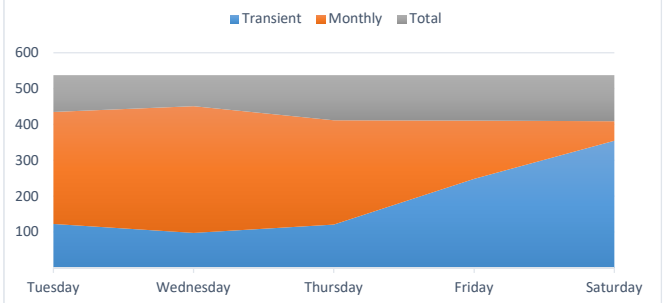
Chester Noon Occupancy Week of 5/24/25

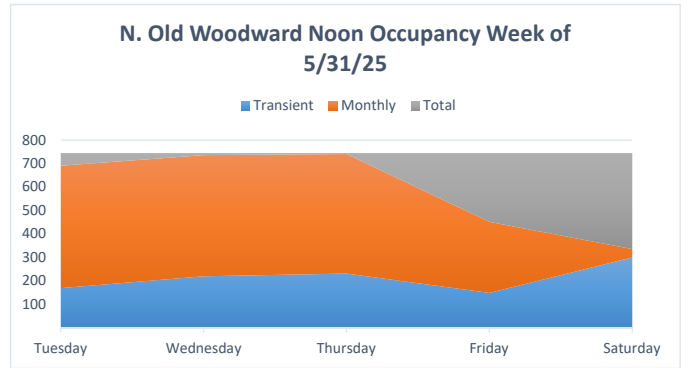
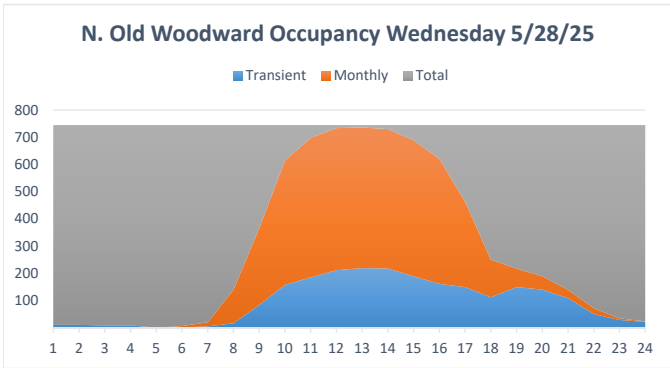
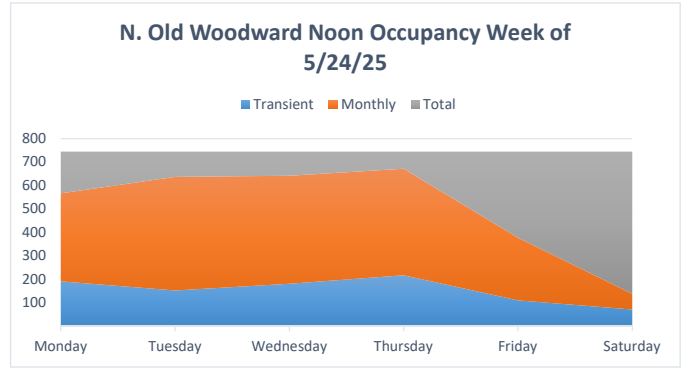
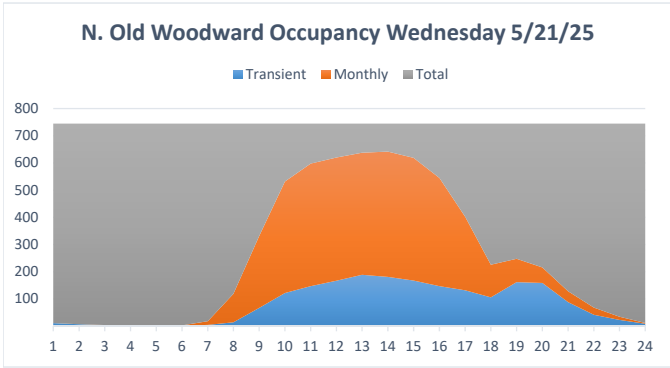
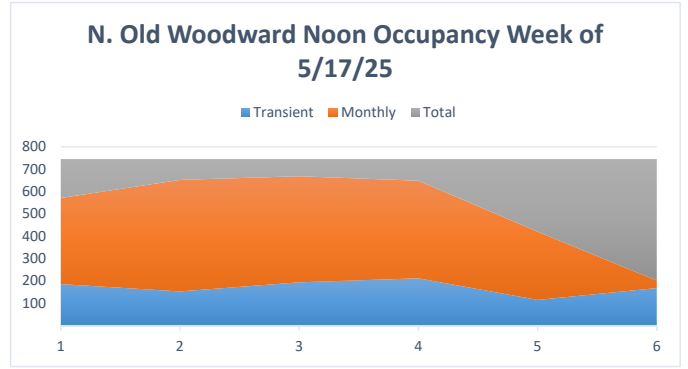
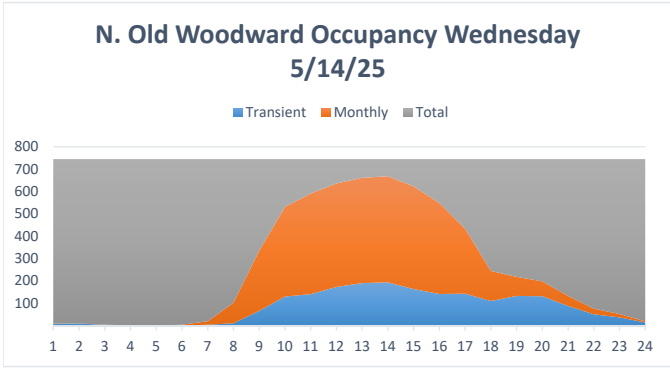
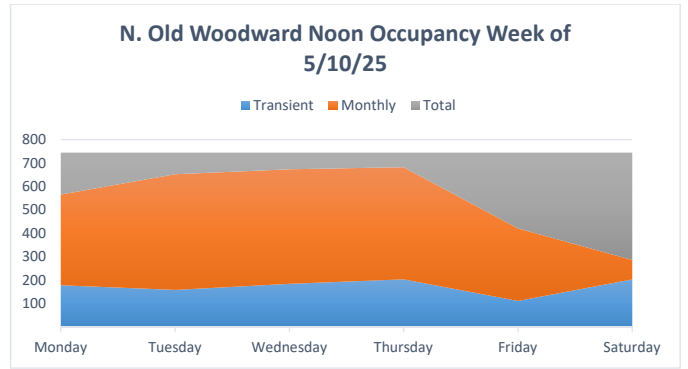
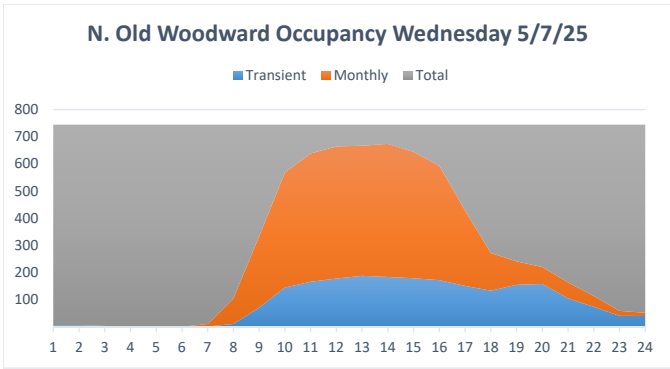


Chester Occupancy Wednesday 5/28/25

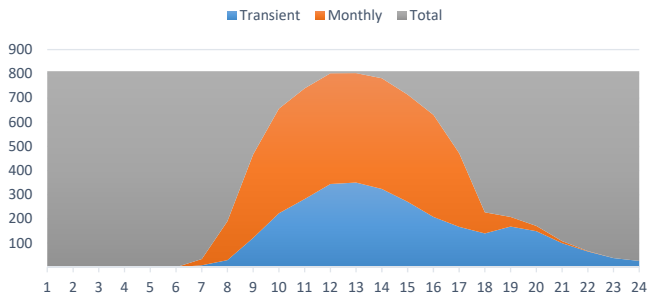


Chester Noon Occupancy Week of 5/31/25

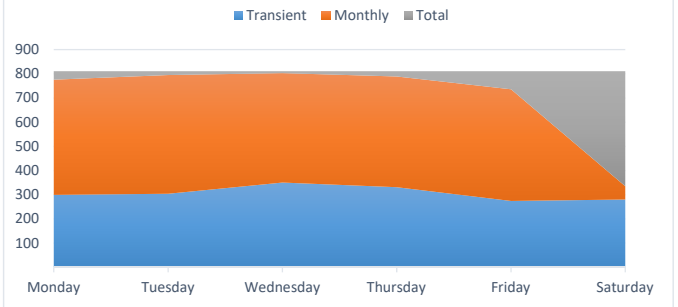




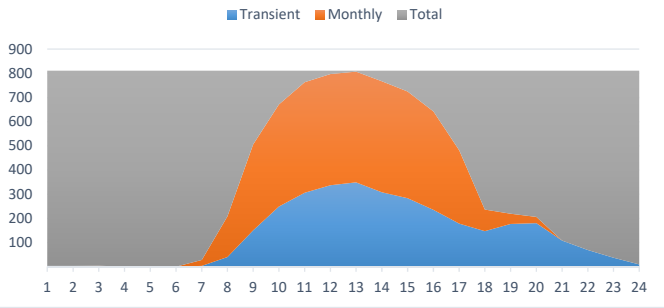
Park Occupancy Wednesday 5/7/25



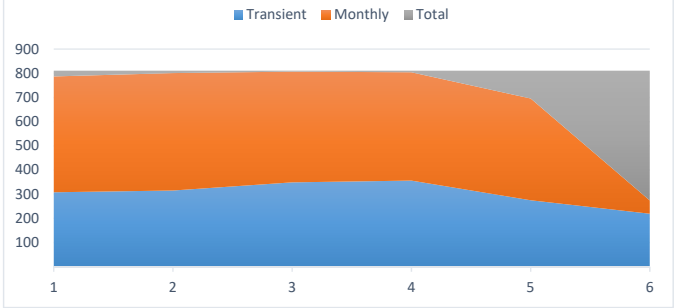
Park Noon Occupancy Week of 5/10/25



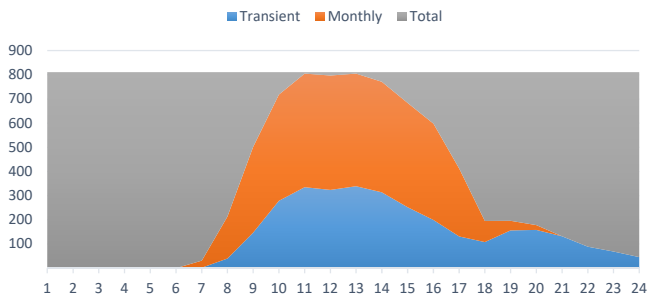
Park Occupancy Wednesday 5/14/25



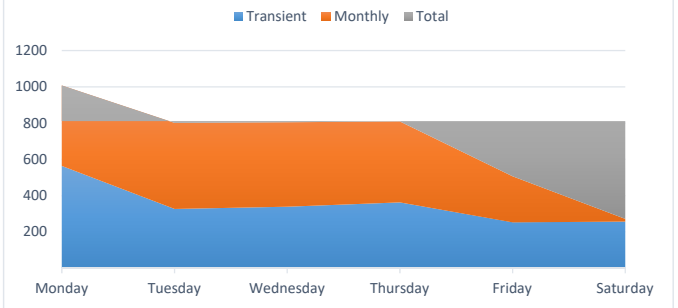
Park Noon Occupancy Week of 5/17/25



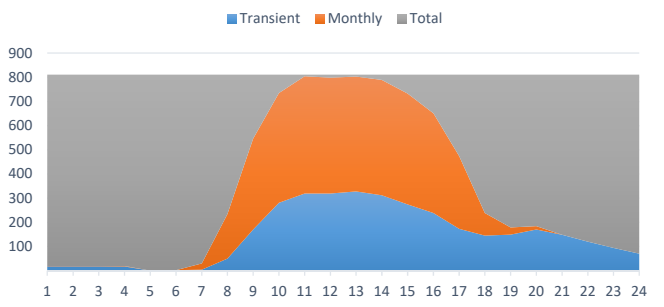
Park Occupancy Wednesday 5/21/25



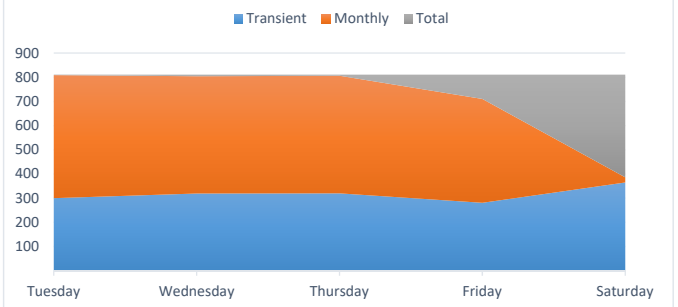
Park Noon Occupancy Week of 5/24/25



Park Occupancy Wednesday 5/28/25

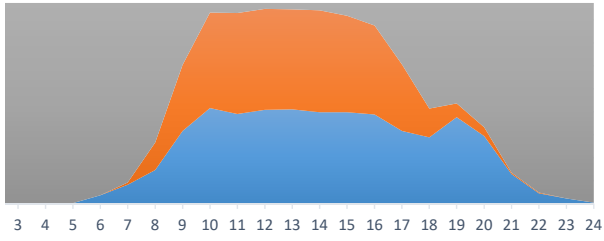


Park Noon Occupancy Week of 5/31/25



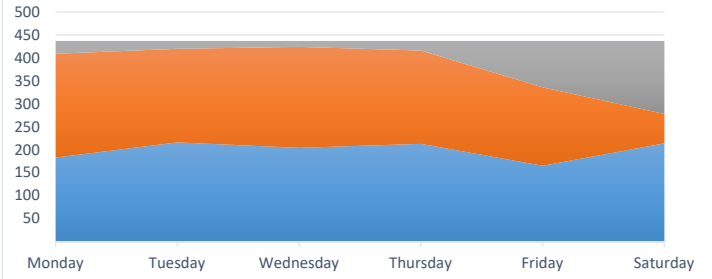
Peabody Occupancy Wednesday 5/7/25

■ Transient ■ Monthly ■ Total



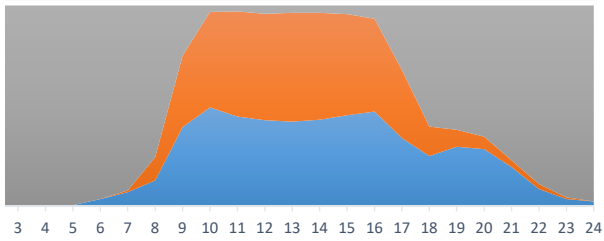
Peabody Noon Occupancy Week of 5/10/25

■ Transient ■ Monthly ■ Total



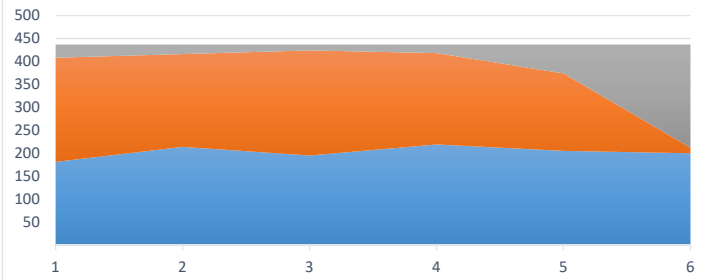
Peabody Occupancy Wednesday 5/14/25

■ Transient ■ Monthly ■ Total



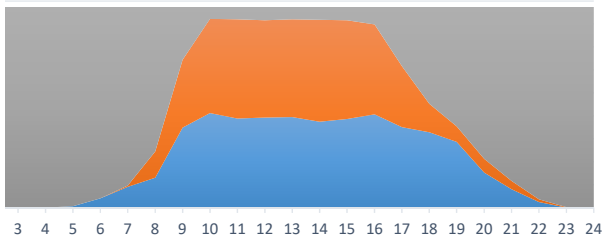
Peabody Noon Occupancy Week of 5/17/25

■ Transient ■ Monthly ■ Total



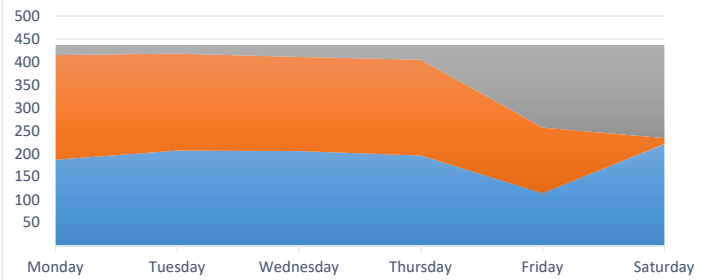
Peabody Occupancy Wednesday 5/21/25

■ Transient ■ Monthly ■ Total



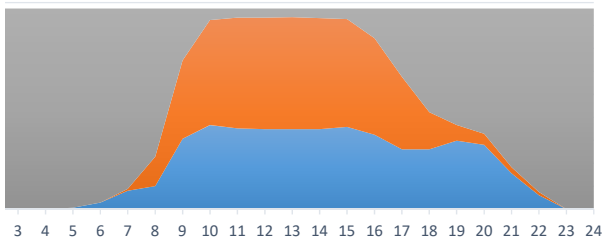
Peabody Noon Occupancy Week of 5/24/25

■ Transient ■ Monthly ■ Total



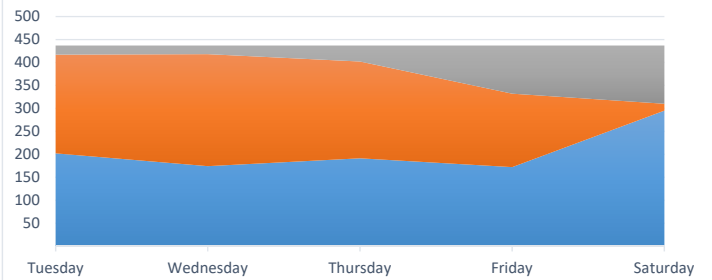
Peabody Occupancy Wednesday 5/28/25

■ Transient ■ Monthly ■ Total



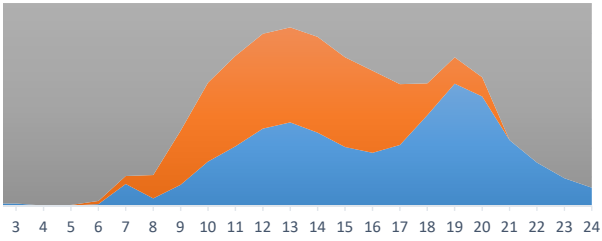
Peabody Noon Occupancy Week of 5/31/25

■ Transient ■ Monthly ■ Total



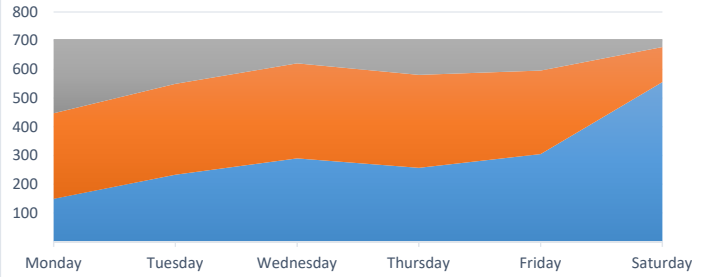
Pierce Occupancy Wednesday 5/7/25

Transient Monthly Total



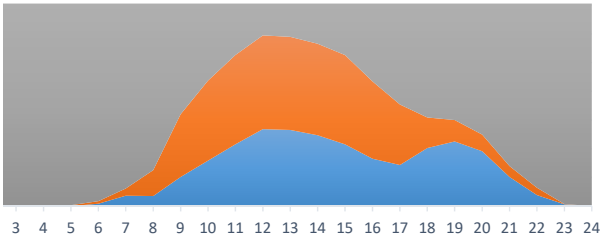
Pierce Noon Occupancy Week of 5/10/25

Transient Monthly Total



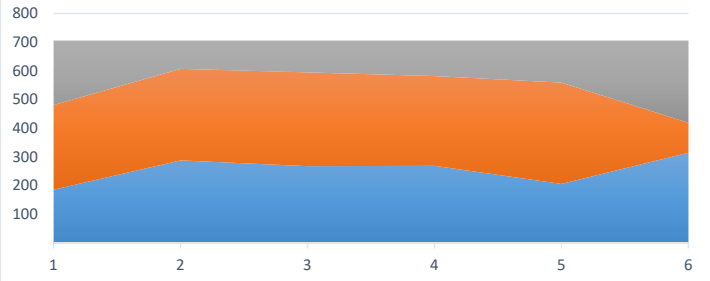
Pierce Occupancy Wednesday 5/14/25

Transient Monthly Total



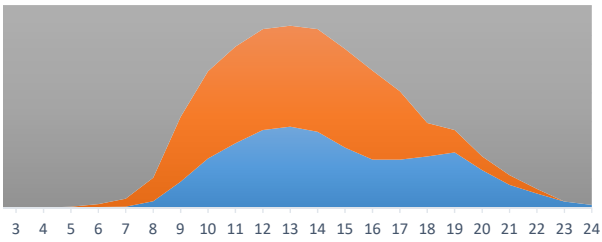
Pierce Noon Occupancy Week of 5/17/25

Transient Monthly Total



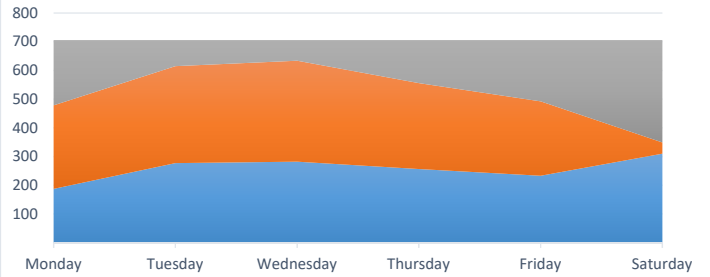
Pierce Occupancy Wednesday 5/21/25

Transient Monthly Total



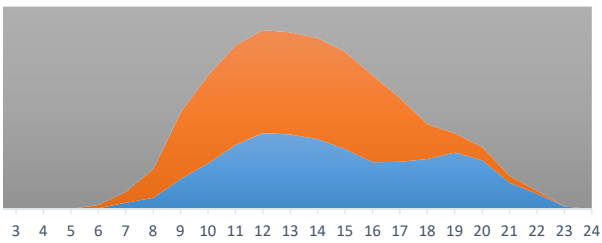
Pierce Noon Occupancy Week of 5/24/25

Transient Monthly Total



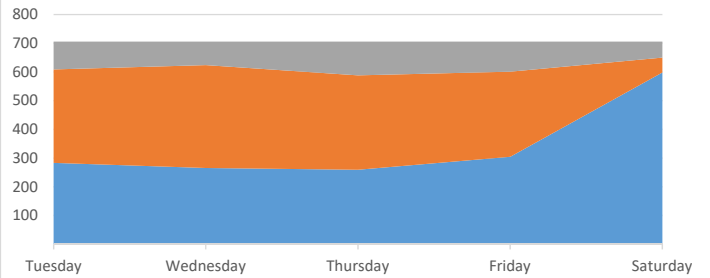
Pierce Occupancy Wednesday 5/28/25

Transient Monthly Total



Pierce Noon Occupancy Week of 5/31/25

Transient Monthly Total



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	A									2	3	40%
Beth Hussey	P	CP	P	P	P	P									5	0	100%
Zachery Kay	P	CP	P	P	P	P									5	0	100%
Jessica Lundberg	P	CP	P	P	P	AE									4	1	80%
Mike McKenzie	P	CP	A	P	P	P									4	1	80%
Amy Pohlod	P	CP	P	P	P	P									5	0	100%
Bill Roberts	P	CP	P	AE	P	P									4	1	80%
Minna Sharrak	NA	NA	NA	NA	A	P									1	1	50%
Sam Surnow	A	CP	P	A	P	P									3	2	60%
Michele Taddei	P	CP	P	P	P	P									5	0	100%
Sloane Wolf	P	CP	P	P	P	P									5	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	P									4	1	80%
Sarvy Lipari	P	CP	P	A	P	P									4	1	80%
Present or Available	8	10	9	7	10	9	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	6/13/2025	
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	10:00 AM