



Birmingham Shopping District Agenda
Thursday, August 6, 2026, 8:30 a.m.

Birmingham City Hall
151 Martin 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. 3-9)
3. Consent Agenda
 - a. Approval of BSD Board Minutes – June 4, 2026 (pg. 10-13)
 - b. Approval of Vouchers – June and July 2026 (pg. 14-18)
4. New Business
 - a. Blade Sign Grant Program (pg. 19-20)
5. Presentations
 - a. Social Media Report
 - b. Mid-Year Marketing Report (pg. 21-22)
6. Old Business
7. Reports
 - a. Committee Reports: (pg. 23-49)
 - 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. 50-51)
9. Board Member Comments
10. Public Comments
11. Adjournment

Birmingham Shopping District Mission Statement

The BSD plans, promotes and supports a vibrant Downtown Birmingham experience for the community and visitors by engaging and leading a convergence of thriving businesses, property owners and residents.

Notice: Persons with disabilities that may require assistance for effective participation in this public meeting should contact the City Clerk's Office at the number (248) 530-1880, or (248) 644-3405 (for the hearing impaired) at least one day before the meeting to request help in mobility, visual, hearing, or other assistance.



BOARD AGENDA OVERVIEW

August 6, 2026

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

Finance Reports

File and receive the financial reports for the periods ending May 31, 2026 and June 30, 2026.

Consent Agenda Items

Motion: To approve the consent agenda for August 6, 2026, as presented.

a. Minutes

Minutes from the June 4, 2026, 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 2026 and July 2026.

New Business

a. Blade Sign Grant Program

Presentations

- a. Social Media Report
- b. Mid-year Marketing Report

Old Business

Executive Director Report

BSD Board Meeting Schedule and Location:

The September 3, 2026 BSD Board meeting will be held in the upstairs conference rooms (202 and 203) at Birmingham City Hall, 151 Martin Street. The October 1, 2026 BSD Board meeting will recognize the milestone anniversaries of our long-standing businesses, and is expected to take place at The Townsend Hotel, at 100 Townsend Street. More information on the October Board meeting will be communicated closer to the meeting date.

Assessment Renewal:

The memorandum to set the public hearing dates for the BSD Special Assessment Renewal will be included on the August 10, 2026 City Commission meeting consent agenda. If they approve the request as presented, the Public Hearing of Necessity will be held on September 14, 2026 and the Public Hearing of Confirmation of the Roll will be held on September 28, 2026.



BIRMINGHAM

SHOPPING DISTRICT

Upcoming Special Events:

- August 7, 2026: Outdoor Movie Night featuring The Bad Guys
- August 9, 2026: [Farmers Market](#) Corn Festival featuring live music, fresh roasted corn, a petting zoo and more. Plus, visitors can participate in the Second Sunday Fitness event featuring a run/walk starting at 9 a.m. led by Gazelle Sports ([register here](#)).
- August 15, 2026: [Birmingham Cruise Event](#) featuring displays from Chevrolet, live broadcasts from WOMC 104.3, over 150 classic cars, food vendors and more, along South Old Woodward Avenue.

Visit downtownbirmingham.com/events for a full list of events.

Santa House:

We would like to recognize and extend a special thank you to Directors Fehan and Taddei for generously donating their time and talent to repair the beloved Santa House. They replaced exterior and interior elements and are getting Santa House in top shape for the holiday season. We appreciate their expertise, dedication to the Birmingham Shopping District and the community.

Marketing:

The marketing committee has been busy with event and general campaigns, including a live television feature on WDIV's Live in the D and a fashion photoshoot with local broadcaster and podcaster Brad Galli. Through our social media and other marketing efforts, we have featured approximately 50 retail, restaurant and service businesses in the district in the last few months.

Sponsorship Requests:

The Birmingham Shopping District Board reviews sponsorship requests at its March and September meetings. Sponsorship requests must be [submitted online](#) by February 15 to be considered in March and by August 15 to be considered in September.

Fund 235.0 PRINCIPAL SHOPPING DISTRICT

GL Number	Description	Balance
*** Assets ***		
235.0-000.000-005.0000	CASH AND INVESTMENTS	2,011,072.04
235.0-000.000-036.0000	MISCELLANEOUS	65,440.00
235.0-000.000-036.9999	ALLOWANCE FOR BAD DEBT - MISCELLAN	1,457.45
235.0-000.000-045.0903	A/R PSD SAD 2025-2026	137,858.56
235.0-000.000-047.0902	PSD 2024-2025 DELQ SAD	39,870.73
Total Assets		2,255,698.78
*** Liabilities ***		
235.0-000.000-200.0000	SUSPENSE ACCOUNT	4,006.39
235.0-000.000-202.0000	ACCOUNTS PAYABLE	26,917.65
235.0-000.000-255.0001	GIFT CERTIFICATES	600.00
235.0-000.000-257.0000	ACCRUED PAYROLL	20,477.72
235.0-000.000-362.0300	DEFERRED INFLOWS - MISCELLANEOUS I	66,897.45
235.0-000.000-362.0700	DEFERRED INFLOWS - SPECIAL ASSESSM	137,858.56
235.0-000.000-362.0800	DEFERRED INFLOWS - DELQ SPECIAL AS	39,870.73
Total Liabilities		296,628.50
*** Fund Balance ***		
235.0-000.000-390.0000	RETAINED EARNINGS	1,836,578.04
Total Fund Balance		1,836,578.04
Beginning Fund Balance		1,836,578.04
Net of Revenues VS Expenditures		122,492.24
Ending Fund Balance		1,959,070.28
Total Liabilities And Fund Balance		2,255,698.78

PERIOD ENDING 05/31/2026

		2024-25		2025-26		ACTIVITY FOR			
GL NUMBER	DESCRIPTION	AMENDED BUDGET	END BALANCE 06/30/2025	AMENDED BUDGET	MONTH 05/31/26	YTD BALANCE 05/31/2026	% BDGT USED	ENCUMBERED YEAR-TO-DATE	
Revenues									
Dept 000.000									
USE OF FUND BALANCE									
235.0-000.000-400.0000	APPROP FUND BAL/RET EARN	62,619.17	0.00	123,770.01	0.00	0.00	0.00	0.00	
USE OF FUND BALANCE		62,619.17	0.00	123,770.01	0.00	0.00	0.00	0.00	
SPECIAL ASSESSMENTS									
235.0-000.000-452.0901	PSD 2023-2024	59,550.00	63,730.60	0.00	0.00	0.00	0.00	0.00	
235.0-000.000-452.0902	PSD 2024-2025	1,143,160.00	1,163,811.88	69,720.00	0.00	24,972.79	35.82	0.00	
235.0-000.000-452.0903	PSD 2025-2026	0.00	0.00	1,184,350.00	38,927.45	1,100,341.87	92.91	0.00	
235.0-000.000-474.0000	SPECIAL ASSESSMENT INTEREST	0.00	116.13	0.00	391.12	391.12	100.00	0.00	
SPECIAL ASSESSMENTS		1,202,710.00	1,227,658.61	1,254,070.00	39,318.57	1,125,705.78	89.76	0.00	
LOCAL CONTRIBUTIONS									
235.0-000.000-583.0005	OAKLAND COUNTY	0.00	5,000.00	0.00	0.00	0.00	0.00	0.00	
LOCAL CONTRIBUTIONS		0.00	5,000.00	0.00	0.00	0.00	0.00	0.00	
CHARGES FOR SERVICES									
235.0-000.000-640.5141	CHARGES TO AUTO PARKING SYSTEM	25,000.00	25,000.00	25,000.00	0.00	25,000.00	100.00	0.00	
CHARGES FOR SERVICES		25,000.00	25,000.00	25,000.00	0.00	25,000.00	100.00	0.00	
INTEREST AND RENT									
235.0-000.000-665.0001	INVESTMENT INCOME	36,000.00	79,611.17	46,900.00	0.00	57,442.32	122.48	0.00	
INTEREST AND RENT		36,000.00	79,611.17	46,900.00	0.00	57,442.32	122.48	0.00	
OTHER REVENUE									
235.0-000.000-676.0001	CONTR FROM PRIVATE SOURCE	230,000.00	267,202.87	230,000.00	9,159.94	230,770.94	100.34	0.00	
235.0-000.000-677.0001	SUNDRY & MISCELLANEOUS	0.00	138.40	0.00	0.00	0.00	0.00	0.00	
OTHER REVENUE		230,000.00	267,341.27	230,000.00	9,159.94	230,770.94	100.34	0.00	
Total Dept 000.000		1,556,329.17	1,604,611.05	1,679,740.01	48,478.51	1,438,919.04	85.66	0.00	
TOTAL REVENUES		1,556,329.17	1,604,611.05	1,679,740.01	48,478.51	1,438,919.04	85.66	0.00	
Expenditures									
Dept 441.005 - DOWNTOWN MAINTENANCE									
PERSONNEL SERVICES									
235.0-441.005-702.0001	SALARIES & WAGES DIRECT	39,370.00	69,060.01	60,300.00	3,878.42	49,337.33	81.82	0.00	
235.0-441.005-702.0002	OVERTIME PAY	24,730.00	26,718.32	30,180.00	1,841.84	19,667.84	65.17	0.00	
235.0-441.005-702.0003	LONGEVITY	170.00	187.50	200.00	0.00	36.00	18.00	0.00	
235.0-441.005-711.0001	FICA	4,920.00	7,106.51	6,940.00	421.02	5,111.94	73.66	0.00	
235.0-441.005-711.0002	HOSPITALIZATION	10,740.00	23,105.38	19,250.00	825.37	11,619.21	60.36	0.00	
235.0-441.005-711.0003	LIFE INSURANCE	170.00	349.82	250.00	19.89	234.05	93.62	0.00	
235.0-441.005-711.0004	RETIREE HEALTH CARE CONTRIBUTI	4,230.00	4,218.71	540.00	43.08	473.88	87.76	0.00	
235.0-441.005-711.0005	DENTAL/OPTICAL	610.00	1,406.65	1,360.00	62.61	527.53	38.79	0.00	
235.0-441.005-711.0006	ST/LT DISABILITY INSURANCE	600.00	828.20	850.00	50.62	606.90	71.40	0.00	
235.0-441.005-711.0007	WORKER'S COMPENSATION	1,160.00	1,733.88	1,790.00	111.08	1,309.64	73.16	0.00	
235.0-441.005-711.0010	RETIREMENT (DB) ER CNTB	7,700.00	7,691.04	8,560.00	713.25	7,845.75	91.66	0.00	
235.0-441.005-711.0011	HRA CONTRIBUTIONS	70.00	69.00	70.00	0.00	0.00	0.00	0.00	
235.0-441.005-711.0012	RETIREMENT DEFINED CONTRIBUTIC	5,400.00	8,269.16	7,980.00	550.69	6,625.33	83.02	0.00	
235.0-441.005-711.0013	RET HLTH SVGS CONTR EMPLR	670.00	2,622.58	1,480.00	161.84	1,903.80	128.64	0.00	

PERIOD ENDING 05/31/2026

GL NUMBER	DESCRIPTION	2024-25	END BALANCE	2025-26	ACTIVITY FOR	YTD BALANCE	% BDGT	ENCUMBERED
		AMENDED BUDGET	06/30/2025	AMENDED BUDGET	MONTH 05/31/26	05/31/2026	USED	YEAR-TO-DATE
Expenditures								
PERSONNEL SERVICES		100,540.00	153,366.76	139,750.00	8,679.71	105,299.20	75.35	0.00
OTHER CHARGES								
235.0-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	36,190.00	39,802.76	37,100.00	4,570.33	44,508.48	119.97	0.00
OTHER CHARGES		36,190.00	39,802.76	37,100.00	4,570.33	44,508.48	119.97	0.00
Total Dept 441.005 - DOWNTOWN MAINTENANCE								
		136,730.00	193,169.52	176,850.00	13,250.04	149,807.68	84.71	0.00
Dept 720.000 - PRINCIPAL SHOPPING DISTRICT								
PERSONNEL SERVICES								
235.0-720.000-702.0001	SALARIES & WAGES DIRECT	321,420.00	330,582.66	347,040.00	26,556.09	316,497.20	91.20	0.00
235.0-720.000-702.0002	OVERTIME PAY	1,500.00	414.43	1,600.00	0.00	1,046.59	65.41	0.00
235.0-720.000-711.0001	FICA	24,590.00	24,592.56	26,680.00	1,961.39	23,544.52	88.25	0.00
235.0-720.000-711.0002	HOSPITALIZATION	70,710.00	45,853.30	57,140.00	4,008.00	39,419.20	68.99	0.00
235.0-720.000-711.0003	LIFE INSURANCE	580.00	944.03	610.00	72.34	846.38	138.75	0.00
235.0-720.000-711.0004	RETIREE HEALTH CARE CONTRIBUTI	6,540.00	6,423.00	0.00	0.00	0.00	0.00	0.00
235.0-720.000-711.0005	DENTAL/OPTICAL	1,470.00	0.00	1,680.00	0.00	0.00	0.00	0.00
235.0-720.000-711.0006	ST/LT DISABILITY INSURANCE	1,050.00	1,039.74	1,100.00	87.24	1,020.74	92.79	0.00
235.0-720.000-711.0007	WORKER'S COMPENSATION	1,190.00	1,058.23	1,290.00	84.64	1,022.82	79.29	0.00
235.0-720.000-711.0010	RETIREMENT (DB) ER CNTB	8,860.00	8,853.96	11,240.00	936.25	10,298.75	91.63	0.00
235.0-720.000-711.0012	RETIREMENT DEFINED CONTRIBUTIC	10,460.00	(1,042.68)	10,940.00	920.90	10,774.48	98.49	0.00
235.0-720.000-711.0013	RET HLTH SVGS CONTR EMPLR	1,830.00	(2,045.73)	1,820.00	140.00	1,638.00	90.00	0.00
PERSONNEL SERVICES		450,200.00	416,673.50	461,140.00	34,766.85	406,108.68	88.07	0.00
OTHER CHARGES								
235.0-720.000-801.0200	LEGAL SERVICES	3,000.00	2,215.00	4,500.00	264.00	3,286.50	73.03	0.00
235.0-720.000-802.0100	AUDIT	740.00	750.00	800.00	0.00	760.00	95.00	0.00
235.0-720.000-811.0000	OTHER CONTRACTUAL SERVICE	50,000.00	2,122.01	10,000.00	0.00	10,000.00	100.00	0.00
235.0-720.000-813.0000	ADMINISTRATIVE SERVICES	0.00	0.00	30,930.00	2,577.50	28,352.50	91.67	0.00
235.0-720.000-829.0100	SNOW REMOVAL CONTRACT	80,000.00	64,200.00	83,000.00	0.00	64,200.00	77.35	0.00
235.0-720.000-829.0200	WEB SITE MAINTENANCE	30,100.00	35,809.99	10,000.00	0.00	6,400.00	64.00	0.00
235.0-720.000-851.0000	TELEPHONE	1,750.00	1,975.05	1,750.00	149.79	1,498.23	85.61	0.00
235.0-720.000-881.0000	MARKETING & ADVERTISING	191,597.01	163,313.64	201,750.01	14,705.42	158,294.56	83.40	9,963.49
235.0-720.000-882.0000	PUBLIC RELATIONS	13,500.00	4,174.10	11,000.00	0.00	0.00	0.00	0.00
235.0-720.000-883.0000	TENANT RECRUITMENT	101,357.51	30,942.67	69,200.00	375.26	18,323.59	31.98	3,810.00
235.0-720.000-888.0000	SPECIAL EVENTS	259,050.00	263,998.97	301,250.00	2,982.30	226,275.70	82.28	21,599.63
235.0-720.000-901.0000	PRINTING & PUBLISHING	67,500.00	25,519.98	61,000.00	9,020.00	30,125.66	49.39	0.00
235.0-720.000-933.0200	EQUIPMENT MAINTENANCE	1,200.00	1,273.55	1,500.00	0.00	1,146.94	76.46	0.00
235.0-720.000-935.0200	MAINTENANCE SHOPPING DIST	87,574.65	63,881.31	165,740.00	0.00	55,880.59	34.12	669.90
235.0-720.000-942.0000	COMPUTER EQUIPMENT RENTAL	44,630.00	44,630.04	49,650.00	4,137.50	45,512.50	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	2,500.00	3,000.00	0.00	50.00	1.67	0.00
235.0-720.000-957.0300	MEMBERSHIPS AND DUES	3,000.00	1,980.00	3,000.00	0.00	1,701.46	56.72	0.00
235.0-720.000-957.0400	CONFERENCES & WORKSHOPS	5,000.00	2,145.87	5,000.00	0.00	0.00	0.00	0.00
235.0-720.000-958.0200	EMPLOYEE PARKING	4,730.00	5,820.00	6,000.00	500.00	5,320.00	88.67	0.00
235.0-720.000-960.0400	LIABILITY INSURANCE	5,170.00	5,169.96	5,380.00	448.33	4,931.63	91.67	0.00
OTHER CHARGES		964,899.17	734,422.14	1,036,450.01	36,160.10	673,059.86	68.42	36,043.02
SUPPLIES								
235.0-720.000-727.0000	POSTAGE	1,000.00	489.93	1,800.00	0.00	0.00	0.00	0.00
235.0-720.000-729.0000	OPERATING SUPPLIES	3,500.00	3,568.26	3,500.00	165.64	2,945.90	85.98	63.48
SUPPLIES		4,500.00	4,058.19	5,300.00	165.64	2,945.90	56.78	63.48

GL NUMBER	DESCRIPTION	2024-25	END BALANCE	2025-26	ACTIVITY FOR	YTD BALANCE	% BDGT	ENCUMBERED
		AMENDED BUDGET	06/30/2025	AMENDED BUDGET	MONTH			
Expenditures								
Total Dept 720.000 - PRINCIPAL SHOPPING DISTRICT		1,419,599.17	1,155,153.83	1,502,890.01	71,092.59	1,082,114.44	74.40	36,106.50
TOTAL EXPENDITURES		1,556,329.17	1,348,323.35	1,679,740.01	84,342.63	1,231,922.12	75.49	36,106.50
TOTAL REVENUES - FUND 235.0		1,556,329.17	1,604,611.05	1,679,740.01	48,478.51	1,438,919.04	85.66	0.00
TOTAL EXPENDITURES - FUND 235.0		1,556,329.17	1,348,323.35	1,679,740.01	84,342.63	1,231,922.12	75.49	36,106.50
NET OF REVENUES & EXPENDITURES		0.00	256,287.70	0.00	(35,864.12)	206,996.92	100.00	(36,106.50)

PERIOD ENDING 06/30/2026

		2024-25		2025-26		ACTIVITY FOR			
GL NUMBER	DESCRIPTION	AMENDED BUDGET	END BALANCE 06/30/2025	AMENDED BUDGET	MONTH 06/30/26	YTD BALANCE 06/30/2026	% BDGT USED	ENCUMBERED YEAR-TO-DATE	
Revenues									
Dept 000.000									
USE OF FUND BALANCE									
235.0-000.000-400.0000	APPROP FUND BAL/RET EARN	62,619.17	0.00	123,770.01	0.00	0.00	0.00	0.00	
USE OF FUND BALANCE		62,619.17	0.00	123,770.01	0.00	0.00	0.00	0.00	
SPECIAL ASSESSMENTS									
235.0-000.000-452.0901	PSD 2023-2024	59,550.00	63,730.60	0.00	0.00	0.00	0.00	0.00	
235.0-000.000-452.0902	PSD 2024-2025	1,143,160.00	1,163,811.88	69,720.00	0.00	24,972.79	35.82	0.00	
235.0-000.000-452.0903	PSD 2025-2026	0.00	0.00	1,184,350.00	10,196.32	1,110,538.19	93.77	0.00	
235.0-000.000-474.0000	SPECIAL ASSESSMENT INTEREST	0.00	116.13	0.00	203.92	595.04	100.00	0.00	
SPECIAL ASSESSMENTS		1,202,710.00	1,227,658.61	1,254,070.00	10,400.24	1,136,106.02	90.59	0.00	
LOCAL CONTRIBUTIONS									
235.0-000.000-583.0005	OAKLAND COUNTY	0.00	5,000.00	0.00	0.00	0.00	0.00	0.00	
LOCAL CONTRIBUTIONS		0.00	5,000.00	0.00	0.00	0.00	0.00	0.00	
CHARGES FOR SERVICES									
235.0-000.000-640.5141	CHARGES TO AUTO PARKING SYSTEM	25,000.00	25,000.00	25,000.00	0.00	25,000.00	100.00	0.00	
CHARGES FOR SERVICES		25,000.00	25,000.00	25,000.00	0.00	25,000.00	100.00	0.00	
INTEREST AND RENT									
235.0-000.000-665.0001	INVESTMENT INCOME	36,000.00	79,611.17	46,900.00	0.00	64,131.06	136.74	0.00	
INTEREST AND RENT		36,000.00	79,611.17	46,900.00	0.00	64,131.06	136.74	0.00	
OTHER REVENUE									
235.0-000.000-676.0001	CONTR FROM PRIVATE SOURCE	230,000.00	267,202.87	230,000.00	5,892.00	236,662.94	102.90	0.00	
235.0-000.000-677.0001	SUNDRY & MISCELLANEOUS	0.00	138.40	0.00	0.00	0.00	0.00	0.00	
OTHER REVENUE		230,000.00	267,341.27	230,000.00	5,892.00	236,662.94	102.90	0.00	
Total Dept 000.000		1,556,329.17	1,604,611.05	1,679,740.01	16,292.24	1,461,900.02	87.03	0.00	
TOTAL REVENUES		1,556,329.17	1,604,611.05	1,679,740.01	16,292.24	1,461,900.02	87.03	0.00	
Expenditures									
Dept 441.005 - DOWNTOWN MAINTENANCE									
PERSONNEL SERVICES									
235.0-441.005-702.0001	SALARIES & WAGES DIRECT	39,370.00	69,060.01	60,300.00	5,448.64	54,785.97	90.86	0.00	
235.0-441.005-702.0002	OVERTIME PAY	24,730.00	26,718.32	30,180.00	5,548.55	25,216.39	83.55	0.00	
235.0-441.005-702.0003	LONGEVITY	170.00	187.50	200.00	0.00	36.00	18.00	0.00	
235.0-441.005-711.0001	FICA	4,920.00	7,106.51	6,940.00	813.66	5,925.60	85.38	0.00	
235.0-441.005-711.0002	HOSPITALIZATION	10,740.00	23,105.38	19,250.00	1,848.79	13,468.00	69.96	0.00	
235.0-441.005-711.0003	LIFE INSURANCE	170.00	349.82	250.00	30.43	264.48	105.79	0.00	
235.0-441.005-711.0004	RETIREE HEALTH CARE CONTRIBUTI	4,230.00	4,218.71	540.00	43.08	516.96	95.73	0.00	
235.0-441.005-711.0005	DENTAL/OPTICAL	610.00	1,406.65	1,360.00	120.18	647.71	47.63	0.00	
235.0-441.005-711.0006	ST/LT DISABILITY INSURANCE	600.00	828.20	850.00	94.10	701.00	82.47	0.00	
235.0-441.005-711.0007	WORKER'S COMPENSATION	1,160.00	1,733.88	1,790.00	186.80	1,496.44	83.60	0.00	
235.0-441.005-711.0010	RETIREMENT (DB) ER CNTB	7,700.00	7,691.04	8,560.00	713.25	8,559.00	99.99	0.00	
235.0-441.005-711.0011	HRA CONTRIBUTIONS	70.00	69.00	70.00	0.00	0.00	0.00	0.00	
235.0-441.005-711.0012	RETIREMENT DEFINED CONTRIBUTIC	5,400.00	8,269.16	7,980.00	934.66	7,559.99	94.74	0.00	
235.0-441.005-711.0013	RET HLTH SVGS CONTR EMPLR	670.00	2,622.58	1,480.00	261.89	2,165.69	146.33	0.00	

PERIOD ENDING 06/30/2026

		2024-25		2025-26		ACTIVITY FOR			
GL NUMBER	DESCRIPTION	AMENDED BUDGET	END BALANCE 06/30/2025	AMENDED BUDGET	MONTH 06/30/26	YTD BALANCE 06/30/2026	% BDGT USED	ENCUMBERED YEAR-TO-DATE	
Expenditures									
PERSONNEL SERVICES		100,540.00	153,366.76	139,750.00	16,044.03	121,343.23	86.83	0.00	
OTHER CHARGES									
235.0-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	36,190.00	39,802.76	37,100.00	5,496.97	50,005.45	134.79	0.00	
OTHER CHARGES		36,190.00	39,802.76	37,100.00	5,496.97	50,005.45	134.79	0.00	
Total Dept 441.005 - DOWNTOWN MAINTENANCE		136,730.00	193,169.52	176,850.00	21,541.00	171,348.68	96.89	0.00	
Dept 720.000 - PRINCIPAL SHOPPING DISTRICT									
PERSONNEL SERVICES									
235.0-720.000-702.0001	SALARIES & WAGES DIRECT	321,420.00	330,582.66	347,040.00	27,074.11	343,571.31	99.00	0.00	
235.0-720.000-702.0002	OVERTIME PAY	1,500.00	414.43	1,600.00	0.00	1,046.59	65.41	0.00	
235.0-720.000-711.0001	FICA	24,590.00	24,592.56	26,680.00	2,001.01	25,545.53	95.75	0.00	
235.0-720.000-711.0002	HOSPITALIZATION	70,710.00	45,853.30	57,140.00	4,008.00	43,427.20	76.00	0.00	
235.0-720.000-711.0003	LIFE INSURANCE	580.00	944.03	610.00	72.34	918.72	150.61	0.00	
235.0-720.000-711.0004	RETIREE HEALTH CARE CONTRIBUTI	6,540.00	6,423.00	0.00	0.00	0.00	0.00	0.00	
235.0-720.000-711.0005	DENTAL/OPTICAL	1,470.00	0.00	1,680.00	0.00	0.00	0.00	0.00	
235.0-720.000-711.0006	ST/LT DISABILITY INSURANCE	1,050.00	1,039.74	1,100.00	87.24	1,107.98	100.73	0.00	
235.0-720.000-711.0007	WORKER'S COMPENSATION	1,190.00	1,058.23	1,290.00	87.08	1,109.90	86.04	0.00	
235.0-720.000-711.0010	RETIREMENT (DB) ER CNTB	8,860.00	8,853.96	11,240.00	936.25	11,235.00	99.96	0.00	
235.0-720.000-711.0012	RETIREMENT DEFINED CONTRIBUTIC	10,460.00	(1,042.68)	10,940.00	920.90	11,695.38	106.90	0.00	
235.0-720.000-711.0013	RET HLTH SVGS CONTR EMPLR	1,830.00	(2,045.73)	1,820.00	140.00	1,778.00	97.69	0.00	
PERSONNEL SERVICES		450,200.00	416,673.50	461,140.00	35,326.93	441,435.61	95.73	0.00	
OTHER CHARGES									
235.0-720.000-801.0200	LEGAL SERVICES	3,000.00	2,215.00	4,500.00	693.00	3,979.50	88.43	0.00	
235.0-720.000-802.0100	AUDIT	740.00	750.00	800.00	0.00	760.00	95.00	0.00	
235.0-720.000-811.0000	OTHER CONTRACTUAL SERVICE	50,000.00	2,122.01	10,000.00	0.00	10,000.00	100.00	0.00	
235.0-720.000-813.0000	ADMINISTRATIVE SERVICES	0.00	0.00	30,930.00	2,577.50	30,930.00	100.00	0.00	
235.0-720.000-829.0100	SNOW REMOVAL CONTRACT	80,000.00	64,200.00	83,000.00	0.00	64,200.00	77.35	0.00	
235.0-720.000-829.0200	WEB SITE MAINTENANCE	30,100.00	35,809.99	10,000.00	0.00	6,400.00	64.00	0.00	
235.0-720.000-851.0000	TELEPHONE	1,750.00	1,975.05	1,750.00	299.64	1,797.87	102.74	0.00	
235.0-720.000-881.0000	MARKETING & ADVERTISING	191,597.01	163,313.64	201,750.01	8,075.53	166,370.09	82.46	0.00	
235.0-720.000-882.0000	PUBLIC RELATIONS	13,500.00	4,174.10	11,000.00	0.00	0.00	0.00	0.00	
235.0-720.000-883.0000	TENANT RECRUITMENT	101,357.51	30,942.67	69,200.00	5,097.00	23,420.59	33.84	0.00	
235.0-720.000-888.0000	SPECIAL EVENTS	259,050.00	263,998.97	301,250.00	5,590.35	231,866.05	76.97	0.00	
235.0-720.000-901.0000	PRINTING & PUBLISHING	67,500.00	25,519.98	61,000.00	0.00	30,125.66	49.39	0.00	
235.0-720.000-933.0200	EQUIPMENT MAINTENANCE	1,200.00	1,273.55	1,500.00	366.99	1,513.93	100.93	0.00	
235.0-720.000-935.0200	MAINTENANCE SHOPPING DIST	87,574.65	63,881.31	165,740.00	7,419.13	63,299.72	34.45	(6,195.75)	
235.0-720.000-942.0000	COMPUTER EQUIPMENT RENTAL	44,630.00	44,630.04	49,650.00	4,137.50	49,650.00	100.00	0.00	
235.0-720.000-944.0000	BUILDING OR FACILITY RENT	12,000.00	12,000.00	12,000.00	1,000.00	12,000.00	100.00	0.00	
235.0-720.000-957.0100	TRAINING	3,000.00	2,500.00	3,000.00	0.00	50.00	1.67	0.00	
235.0-720.000-957.0300	MEMBERSHIPS AND DUES	3,000.00	1,980.00	3,000.00	0.00	1,701.46	56.72	0.00	
235.0-720.000-957.0400	CONFERENCES & WORKSHOPS	5,000.00	2,145.87	5,000.00	200.00	200.00	4.00	0.00	
235.0-720.000-958.0200	EMPLOYEE PARKING	4,730.00	5,820.00	6,000.00	500.00	5,820.00	97.00	0.00	
235.0-720.000-960.0400	LIABILITY INSURANCE	5,170.00	5,169.96	5,380.00	448.33	5,379.96	100.00	0.00	
OTHER CHARGES		964,899.17	734,422.14	1,036,450.01	36,404.97	709,464.83	67.85	(6,195.75)	
SUPPLIES									
235.0-720.000-727.0000	POSTAGE	1,000.00	489.93	1,800.00	0.00	0.00	0.00	0.00	
235.0-720.000-729.0000	OPERATING SUPPLIES	3,500.00	3,568.26	3,500.00	71.47	3,017.37	86.21	0.00	
SUPPLIES		4,500.00	4,058.19	5,300.00	71.47	3,017.37	56.93	0.00	

GL NUMBER	DESCRIPTION	2024-25	END BALANCE	2025-26	ACTIVITY FOR			
		AMENDED BUDGET	06/30/2025	AMENDED BUDGET	MONTH	YTD BALANCE	% BDGT	ENCUMBERED
					06/30/26	06/30/2026	USED	YEAR-TO-DATE
Expenditures								
Total Dept 720.000 - PRINCIPAL SHOPPING DISTRICT		1,419,599.17	1,155,153.83	1,502,890.01	71,803.37	1,153,917.81	76.37	(6,195.75)
TOTAL EXPENDITURES		1,556,329.17	1,348,323.35	1,679,740.01	93,344.37	1,325,266.49	78.53	(6,195.75)
TOTAL REVENUES - FUND 235.0		1,556,329.17	1,604,611.05	1,679,740.01	16,292.24	1,461,900.02	87.03	0.00
TOTAL EXPENDITURES - FUND 235.0		1,556,329.17	1,348,323.35	1,679,740.01	93,344.37	1,325,266.49	78.53	(6,195.75)
NET OF REVENUES & EXPENDITURES		0.00	256,287.70	0.00	(77,052.13)	136,633.53	100.00	6,195.75

City of Birmingham
Birmingham Shopping District Meeting Minutes
Thursday, June 4, 2026 - 8:30 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held on Thursday, June 4, 2026, at 8:35 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: Brook

GUEST(S): Aaron Ford, Nick Dupuis

2. RECOGNITION OF VISITORS

3. FINANCE REPORT – POHLOD

Pohlod reported that assessment payments are similar to where they were at this time last year. Due to some special projects not happening, there will be some money left unspent in the budget year that is coming to a close at the end of the month.

4. APPROVAL OF CONSENT AGENDA

Consent agenda consisted of the:

- a. Approval of the BSD Board minutes from May 7, 2026
- b. Approval of vouchers – May 2026
- c. Absence Waivers – Lundberg, Surnow, Ecker

MOTION: Motion by Surnow, seconded by Hussey, to approve the BSD Board minutes from May 7, 2026, vouchers from May 2026, and absence waivers for Lundberg, Surnow, and Ecker.

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

Nays: none

Absent: Sharrak

Motion passed.

5. NEW BUSINESS

a. Social Media Management and Content Creation Agreement

Pohlod explained that the initial six month contract with Saturday Social is ending and the Marketing and Advertising Committee would like to enter into a similar agreement for the full fiscal year 2027 with a total investment not to exceed \$45,600. This amount is already in the marketing budget for next year.

MOTION: Motion by Ecker, seconded by Surnow to approve the Social Media Management and Content Creation Agreement with Cantu-Miller Ventures LLC, dba Saturday Social, as presented for fiscal year 2027, for a total cost not to exceed \$45,6000.00

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

Nays: none

Absent: Sharrak

Motion passed.

b. Committee Applications

Pohlod shared that two individuals have submitted applications to join BSD committees, one for Marketing and Advertising and one for Special Events. Neither applicant has attended a committee meeting yet. The board discussed the applications and would like to ask the applicants to attend a few committee meetings before officially becoming a committee member. They feel that, with limited committee positions currently available, it would be good for applicants to make sure that it is a good fit first.

6. PRESENTATIONS

a. Sustainability Fee Update

Dupuis reported that he has been looking for funding for the Birmingham Green Healthy Climate Plan. Since approximately 25% of the carbon emissions in the area come from cars, he feels that drivers should help to pay for the sustainability initiatives. He will be going to City Commission asking them to implement a ten cent fee for each parking transaction taking place at a City garage or meter.

Logistics of fee implementation and collection have not all been worked out yet. In order for the ten cents per transaction to fund sustainability instead of going to the parking fund, it would need to appear as an extra fee, not as a part of the cost of parking. Dupuis expects to present to City Commission at their June 22, 2026 meeting.

b. Principal Shopping District Fund

Pohlod reminded board members that information regarding the Principal Shopping District Fund, as it was approved by City Commission, is in the board packets and encouraged board members to review it and let her or Bassett know if they had any questions.

7. OLD BUSINESS - none

8. REPORTS

a. COMMITTEE REPORTS

SPECIAL EVENTS – KAY

Kay shared that the Farmers Market is off to a great start. The first Movie Night of the season will be tomorrow, Friday, June 5, 2026.

Winter Markt planning is underway. Santa is confirmed and the committee is working to lock in a non-profit to apply for the temporary liquor license and run the beer tent at the event.

The committee decided to increase the fee for Birmingham based, non-BSD businesses to participate in Day On The Town to \$200.

MARKETING & ADVERTISING – LUNDBERG

Lundberg reported that the committee reviewed the Saturday Social agreement that was discussed earlier. The group also worked on strategies for influencer campaigns.

MAINTENANCE/CAPITAL IMPROVEMENTS – FEHAN

Fehan shared that the committee discussed alley improvement projects and the mural program.

BUSINESS DEVELOPMENT - SURNOW

Surnow reported that there will be a merchant meeting on June 17, 2026. McKenzie added that the committee is working on developing a blade sign grant program.

EXECUTIVE COMMITTEE REPORT – POHLOD

Ecker updated the board on the fact that the City of Birmingham made an offer to purchase The Community House. The City hopes to close at the end of the month. They are still waiting on approval from the bankruptcy judge.

Birmingham has created the City of Birmingham Community House Foundation that would oversee the operation of The Community House. Birmingham City Commission will appoint members to the board of directors. The intention is for the City to gift the building to the foundation.

Pohlod shared that, due to lack of quorum, the July board meeting is canceled.

b. WAYFINDING - FEHAN

Kiosk panels are done. Dupuis is hoping to have installation by the end of the month.

c. ADVISORY PARKING COMMITTEE

Ford pointed out that there are new documents in the board packet that highlight when occupancy is 95% or higher. Investing on improvements to the garages continues. Peabody will be the next project.

c. EXECUTIVE DIRECTOR REPORT

No report given.

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

Kay shared that parking on S. Old Woodward was disrupted by utility trucks during the Birmingham Village Fair, an already very busy time in the downtown area. Ecker said that she would look into it to see why an obstruction permit had been issued that week.

12. ADJOURNMENT – 10:00 A.M.

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

DRAFT

Amy Pohlod, BSD Board Chair

Date

Birmingham Principal Shopping District Board

Voucher List For: 07/02/2026

Early Release	Vendor	Description	Account	Amount
	ACCUFORM PRINTING &	SHOPPING GUIDES	TENANT RECRUITMENT	3,277.00
	ALLEGRA MARKETING, PRINT, MAIL	RETAIL AND DINING DIRECTORY CARDS	MARKETING & ADVERTISING	389.37
	AMAZON CAPITAL SERVICES INC	MISC FARMERS MARKET SUPPLIES	SPECIAL EVENTS	525.03
	BEIER HOWLETT P.C.	MISC LEGAL FEES	LEGAL SERVICES	693.00
	BIRMINGHAM 8	MISC ITEMS FOR GIVEAWAY	MARKETING & ADVERTISING	120.00
	BON BON BON	MISC ITEMS FOR GIVEAWAY	MARKETING & ADVERTISING	25.00
	BROOKLYN PIZZA	MISC ITEMS FOR GIVEAWAY	MARKETING & ADVERTISING	36.11
	CANTU-MILLER VENTURES LLC	SOCIAL MEDIA MANAGEMENT AND CONTENT CREATION	SOCIAL MEDIA MANAGEMENT - JANUARY	4,300.00
	CAR TRUCKING INC	DUMPSTER AT FARMERS MARKET	SPECIAL EVENTS	128.80
	CHALDEAN AMERICAN	CONFERENCE	CONFERENCES & WORKSHOPS	200.00
	CHAT GPT	MONTHLY SUBSCRIPTION	MARKETING & ADVERTISING	20.00
	CORTESE FAMILY LLC	MURAL PROJECT REIMBURSEMENT	MAINTENANCE SHOPPING DIST	800.00
	DENNIS FARAC	PERFORMANCE AT BFM 8/9	SPECIAL EVENTS	500.00
	DEVYN MITCHELL	PERFORMANCE AT BFM 7/26	SPECIAL EVENTS	200.00
	DOWNTOWN PUBLICATIONS INC	ADVERTISING FOR DAY ON THE TOWN	DAY ON THE TOWN	700.00
	DRUM DANCER RECORDS INC	PERFORMANCE AT BFM 8/2	SPECIAL EVENTS	200.00
	ETHNIC ARTWORK, INC	SHIRTS AND HATS FOR FARMERS MARKET	SPECIAL EVENTS	425.50
	FAIRYTALE ENTERTAINMENT PARTYS	PERFORMANCE AT MOVIE NIGHT 7/10	SPECIAL EVENTS	834.00
	IHEART MEDIA	ADVERTISING FOR GENERAL	GENERAL	2,999.99
	JAIMI BROOK	EXPENSE REIMBURSEMENT	SPECIAL EVENTS	45.37
	JOHN PETERS	PERFORMANCE AT BFM 7/19	SPECIAL EVENTS	400.00
	KROGER COMPANY	MISC SUPPLIES	MARKETING & ADVERTISING	9.00
	LIFESTYLE	ADVERTISING	ADVERTISING	1,250.00
	LITTLE GUIDE LLC	ADVERTISING FOR HOLIDAY, BRRMINGHAM BLAST, MOVIE NIGHTS AND FARMERS MARKET	HOLIDAY	6,000.00
	MANYCHAT	MONTHLY SUBSCRIPTION	MARKETING & ADVERTISING	15.00
	META/ FACEBOOK	MONTHLY SUBSCRIPTION	MARKETING & ADVERTISING	129.42

Birmingham Principal Shopping District Board

Voucher List For: 07/02/2026

Early Release	Vendor	Description	Account	Amount
	MICHELLE FRANCIS	WATERCOLOR PRINTS FOR BUSINESS ANNIVERSARIES	WATERCOLOR PRINTS FOR BUSINESS ANNIVERSA	1,820.00
	PAPER SOURCE	MISC ITEMS FOR GIVEAWAY	MARKETING & ADVERTISING	19.08
	PEGASUS ENTERTAINMENT INC	VIDEO AND AUDIO FOR MOVIE NIGHTS	MOVIE NIGHTS	3,300.00
	SECURA INSURANCE COMPANY	INSURANCE FOR CRUISE EVENT	SPECIAL EVENTS	4,093.00
	SHERI HUNTER	EXPENSE REIMBURSEMENT FOR EVENT	MARKETING & ADVERTISING	22.80
	SHOCK GELATO	MISC ITEMS FOR GIVEAWAY	MARKETING & ADVERTISING	30.00
	SIGNS-N-DESIGNS INC	FARMERS MARKET SPONSOR SIGNS	SPECIAL EVENTS	180.00
	ST ROGER ABBEY	MISC ITEMS FOR GIVEAWAY	MARKETING & ADVERTISING	11.70
	STICKER YOU	FARMERS MARKET STICKERS AND MAGNETS	MARKETING & ADVERTISING	181.21
	SWANK MOTION PICTURES, INC	MOVIE RENTAL AUGUST MOVIE NIGHT 8/5	SPECIAL EVENTS	785.00
	TURNER SANITATION, INC	PORTA POTTIES AND SINK STATIONS AT EVENTS	BRRMINGHAM BLAST	665.00
	UNIQUE PONY RIDES	PONY RIDES AT FARMERS MARKET 8/9	SPECIAL EVENTS	750.00
	VARI SALES CORPORATION	OFFICE FURNITURE/OFFICE RENOVATION	OFFICE FURNITURE/OFFICE RENOVATION	63.48
	VERIZON WIRELESS	CELL PHONE FOR ERIKA, SHERI AND JAIMI	TELEPHONE	149.82
*	NICHOLAS DANIEL JAKOVSKI	PERFORMANCE AT BFM 062826	SPECIAL EVENTS	200.00

Birmingham Principal Shopping District Board**Voucher List For:** 07/02/2026

Early Release Vendor	Description	Account	Amount
Total:			\$ 36,493.68
<u>Journal Entries</u>			
	City of Birmingham - Employee Parking May		\$ 500.00
	City of Birmingham - Employee Parking June		500.00
	City of Birmingham - Postage May		7.45
	City of Birmingham - Postage June		12.66
	Total Journal Entries		\$ 1,020.11
	TOTAL VOUCHERS AND JOURNAL ENTRIES		\$ 37,513.79
			=====

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

Board Chair_____ **Date** _____

Birmingham Principal Shopping District Board

Voucher List For: 08/06/2026

Early Release	Vendor	Description	Account	Amount
	AMAZON CAPITAL SERVICES INC	MISC OFFICE SUPPLIES	OPERATING SUPPLIES	2,081.62
	AMY GILL-CRONOVICH	SOCIAL MEDIA INFLUENCER MANAGEMENT AND CONTENT CREATION	SOCIAL MEDIA INFLUENCER MANAGEMENT AND C	5,000.00
	ART/DESIGN GROUP LTD	ARTWORK FOR DAY ON THE TOWN AND GENERAL	MARKETING & ADVERTISING	536.25
	BAKEHOUSE 46	TREATS FOR MERCHANT MEETING	TENANT RECRUITMENT	115.93
	C & G PUBLISHING INC.	ADVERTISING FOR DAY ON THE TOWN	DAY ON THE TOWN - TOP RIGHT CORNER	2,835.12
	CANTU-MILLER VENTURES LLC	SOCIAL MEDIA CONTENT AND CREATION SERVICES	SOCIAL MEDIA CONTENT AND CREATION SERVIC	3,700.00
	CAR TRUCKING INC	DUMPSTERS FOR EVENTS	FARMERS MARKET DUMPSTERS	128.80
	C'FORJA LLC	PERFORMANCE AT BFM 8/23	SPECIAL EVENTS	200.00
	CHAT GPT	MONTHLY SUBSCRIPTION	MARKETING & ADVERTISING	20.00
	CRAIN'S DETROIT BUSINESS	ANNUAL SUBSCRIPTION EXP JUNE 4, 2027	MEMBERSHIPS AND DUES	249.00
	DEVYN MITCHELL	PERFORMANCE AT BFM 8/30	SPECIAL EVENTS	200.00
	GEOCENTRIC LLC	WEBSITE HOSTING AND MAINTENANCE	WEBSITE HOSTING AND MAINTENANCE	6,600.00
	JOHN PETERS	PERFORMANCE AT BFM 8/16	SPECIAL EVENTS	200.00
	LIFESTYLE	ADVERTISING	ADVERTISING	1,250.00
	MANYCHAT	MONTHLY SUBSCRIPTION	MARKETING & ADVERTISING	15.00
	META/ FACEBOOK	MONTHLY SUBSCRIPTION	MARKETING & ADVERTISING	150.84
	ROBERT MONTELEONE	PERFORMANCE AT BFM 9/6	SPECIAL EVENTS	200.00
	SWANK MOTION PICTURES, INC	MOVIE RENTAL SEPTEMBER	SPECIAL EVENTS	785.00
	TOWN SQUARE	ADVERTISING	MARKETING & ADVERTISING	990.00
	TURNER SANITATION, INC	PORTA POTTIES AND SINK STATION AT EVENTS	MOVIE NIGHTS	270.00
	WOODWARD CAMERA INC	MISC OFFICE SUPPLIES	OPERATING SUPPLIES	559.62

Birmingham Principal Shopping District Board**Voucher List For:** 08/06/2026

Early Release Vendor	Description	Account	Amount
		Total:	\$ 26,087.18
<u>Journal Entries</u>			
	City of Birmingham - Employee Parking		\$ 500.00
	Dog Waste Depot - Paw pal bags		423.38
	City of Birmingham - Postage		14.61
	Canon - Monthly copier		366.99
	Total Journal Entries		\$ 1,304.98
	TOTAL VOUCHERS AND JOURNAL ENTRIES		\$ 27,392.16
			=====

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

Board Chair_____ **Date** _____



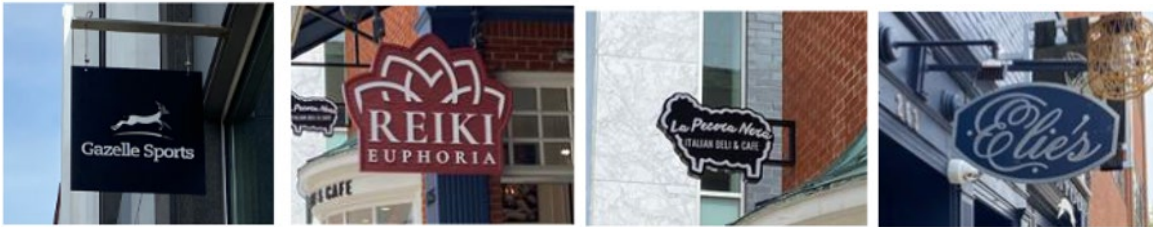
DRAFT

Birmingham Shopping District Projecting (“Blade”) Sign Grant Program

Program Purpose

The purpose of the Birmingham Shopping District (BSD) blade sign grant program is to support businesses with funding for blade signs to increase visibility and awareness and improve wayfinding, while enhancing the downtown streetscape.

A blade sign is a projecting sign mounted perpendicular to the building’s façade, offering enhanced visibility from multiple directions.



Benefits of Blade Signs

- Maximizes visibility of businesses for pedestrians and vehicles from multiple directions
- Improves wayfinding and general business awareness, driving foot traffic
- Enhances the storefront’s aesthetic appeal and brand awareness
- Enhances the building’s façade and streetscape, adding character and elegance
- Requires minimal wall space, ideal for downtowns and small areas

Grant

The BSD will reimburse up to a 50% match, to a maximum of \$2,000, for the fabrication and installation of an approved blade sign.

Award Selection

The BSD Board will be responsible for the authorization and allocation of funds for the blade sign grant program. The BSD Board reserves the right to award all or none of the funding in the amounts they deem appropriate to achieve the greatest impact on the district. The BSD Business Development Committee will be responsible for reviewing blade sign grant program applications and selecting award recipients. Applicants must meet the following general eligibility criteria and requirements, and must adhere to the maintenance requirements listed within, to be considered for the blade sign grant award. Limit one grant award per business.

General Eligibility Criteria and Requirements

- The business location for the proposed blade sign must be within the [BSD boundaries](#).

- The business must be locally-owned and operated
- The business must be located on the first floor (some exceptions may apply)
- Proposed blade sign must comply with the [City of Birmingham sign ordinance](#) and all design guidelines.
- Proposed blade sign must be compatible with existing signage and must display the business name or logo.
- Applicant must provide:
 - Applicant name and contact information
 - Business for which the proposed blade sign will be used
 - Written consent from the property owner, if the applicant is not the property owner, authorizing use of the property and permitting the proposed design, and ultimately a separate written agreement with the property owner.
 - Proposed blade sign design, which includes, but is not limited to, a drawing, rendering or photo of the proposed sign to be placed on the building, as well as the proposed dimensions.
 - A photo of the location where the sign is proposed, along with the dimensions and existing condition of the wall or walls
 - Specifications of materials that will be used for the sign
- Additional agreements and permits, as may be required

Ineligible

- National, corporate-operated retailers
- Businesses with outstanding code violations or without proper licenses
- Businesses not open to the public including wholesale or online businesses
- Businesses with no remaining combined sign area
- Businesses that have already received the grant

Maintenance Requirements

- Applicant must agree to maintain the blade sign to the BSD's satisfaction at the owner's full expense
- Applicant must monitor the blade sign for damage and deterioration

Distribution of Funds

If approved, funds will be distributed upon project completion and submission of paid invoices and lien waivers. Project must be completed within three months of grant award (or as otherwise specified during the application process).

How to Apply

CREATE A FORM

Erika Bassett
 Birmingham Shopping District Executive Director
ebassett@bhamgov.org
 (248) 530-1250

MID-YEAR MARKETING REPORT

JANUARY 1 - JUNE 30, 2026



TOTAL BUDGET: ~\$52,800

Print, Digital, Broadcast, Social Media, Signage
General, BRRmingham Blast, Spring Stroll, Farmers Market, Movie Nights



IMPRESSIONS: ~3,744,339 (-7%)

- Notable partners: Beasley Media, iHeart Media, HOUR, Birmingham City Lifestyle, Little Guide Detroit, Awesome Mitten, RAW Detroit
- Print Ads: 12, Digital Ads: 15, Radio Script: 1, Social Influencers: 2, Press Releases: 4, Articles/Interviews: 5



SOCIAL MEDIA PERFORMANCE

- BSD FB: Reach 349,400 (+14%), Profile Views 13,160 (+13%), Follows 759 (+1%), Views 1,061,461 (-15%).
- BSD IG: Reach 202,828 (+214%), Profile Views 8,306 (+44%), Follows 2,133 (+111%)
- Farmers Market FB: Reach 38,078 (+110%), Profile Views 140,713 (+82%), Follows 377 (+4%), Views 9,100 (+4%).
- Farmers Market IG: Reach 10,250 (+56%), Profile Views 3,912 (+4%), Follows 882 (+34%).



WEBSITE PERFORMANCE

- 179,257 views, 0:29 engagement time, 41.79% engagement rate. Top five pages: Calendar, Village Fair Event, Home, Farmers Market, Shop.
- Partner Referrals: 6,462, Email sign-ups: 196



GOOGLE BUSINESS PROFILES

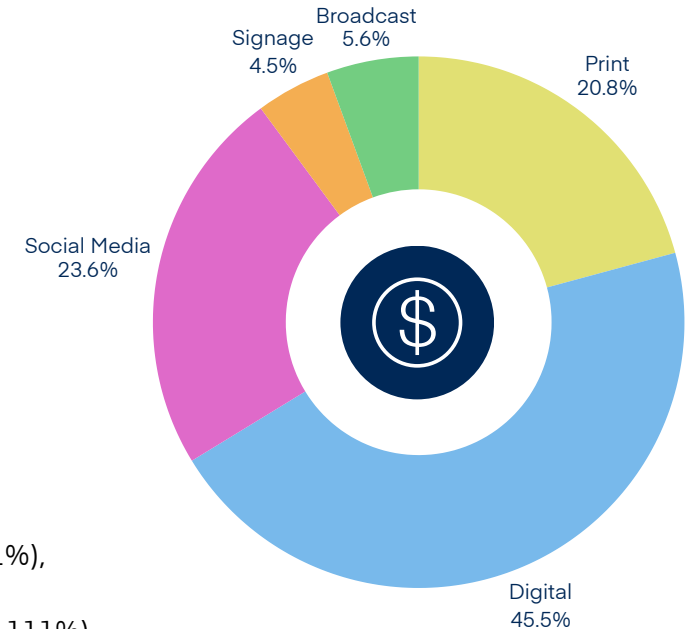
- BSD Google Business: 23,140 views (-1%), Website Clicks 407.
- Farmers Market Google Business: 24,811 views (+5%), Website Clicks 1,638.



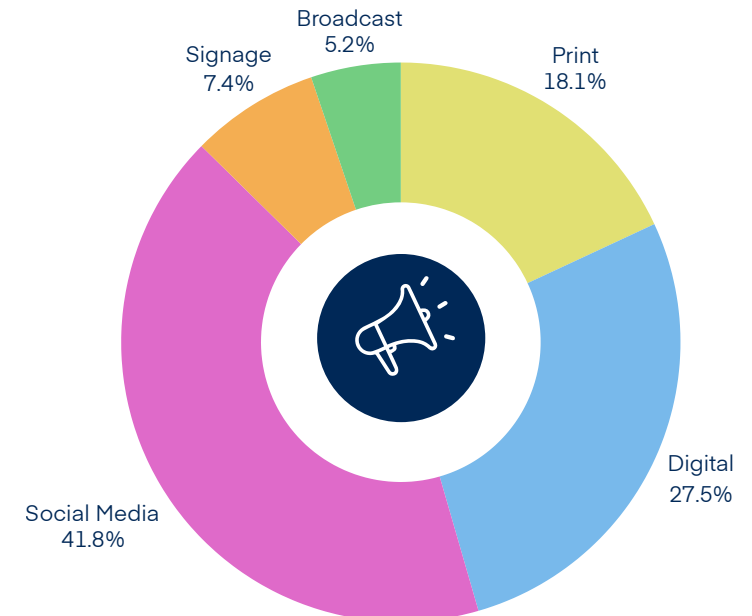
HIGHLIGHTS

- Cancellation of BRRmingham Blast impacted overall digital impressions.
- Significant increases in social media performance due to partnerships.
- Website performance remains strong; will continue to monitor web trends.

ADVERTISING SPEND



ADVERTISING IMPRESSIONS





874 5 4 12

Liked by bhamshopping and others

awesomemitten Award-winning dining, one-of-a-kind boutiques, and beautiful parks all within a walkable downtown? Yes, please... more

BIRMINGHAM
FARMERS MARKET

SPONSORS

EVERY SUNDAY
MAY 3 THRU OCT. 25
9 AM - 2 PM

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

downtownbirmingham.com/farmersmarket

660 N. OLD WOODWARD

BIRMINGHAM
SHOPPING DISTRICT

The BRRmingham Blast

Zip Line, Food Trucks, Activities, Dine and Shop.
FREE Parking Available

MORE INFO

JAN 24 2026
10A - 6P

BIRMINGHAM
OUTDOOR MOVIE NIGHTS

JULY 10
TANGLED
6:30 PM
BOOTH PARK

See More Movie Nights

BIRMINGHAM
SHOPPING DISTRICT



rawdetroit and bhamshopping

Faver - Till the Night (Instrumental)

A Weekend in Birmingham, MI

Tag a friend...

35.4K · View insights

771 20 25 124

**Special Events Committee Meeting Minutes
151 Martin Street, Conference Rooms 202 & 203
June 12, 2026 at 8:30am**

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

In Attendance: R. Astrein, K. Cummings, D. Fehan, D. Lilley,

Staff: J. Brook, J. Leavy

Guests:

Absent: B. Hussey, Z. Kay, S. Lipari

Approval of Minutes: Motion by Fehan seconded by Lilley to approve the minutes dated May 8, 2026. All ayes. Motion approved.

Day On The Town

Brook shared that approximately 50 merchants are currently registered to be a part of Day On The Town. Calls are being made to last year's participants as well as stores that are new to the BSD to encourage them to participate.

Two food trucks are scheduled to be at the event – EggRollDiva and The Krepe Kart.

Art Walk

Art Walk is scheduled for Thursday, September 17 from 5-8 p.m. The BSD has contacted Cranbrook to see if they have interested artists. Brook will also work with VanGelderren to secure artists.

Cummings offered to assist in securing participating stores.

Cruise Event

Brook shared that, for the first time, this year there will be designated space in the event area for exotic and high performance vehicles. Car and volunteer registration are both open.

Winter Markt

Brook reported that it sounds like FAR is interested in securing the liquor license and hosting the beer/wine tent during Winter Markt. She also shared that she spoke with Captain Kearney, and he said that it is permissible for attendees to move within the event area with their beer and wine. Signs will need to be placed at barricades reminding patrons that alcohol cannot leave the event area.

NEXT MEETING: Friday, July 10, 2026, at 8:30 a.m.

Maintenance/Capital Improvement Committee Meeting Minutes
151 Martin Street Conference Rooms 202 & 203
July 14, 2026

Members in Attendance: Sarvy Lipari (Chair), Bill Roberts, Steve Quintal, Doug Fehan
Members Absent: Michele Taddei, Amy Pohlod
Staff Present: Erika Bassett, Melinda Comerford
Guests:

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

Approval of Minutes: Motion by Pohlod, seconded by Quintal, to approve the minutes dated May 12, 2026. All ayes, motion passed.

Public Comment: None

Lot 6

- **Mural:** Bassett presented submissions that have come in so far. The call for entries is still open. The committee agreed to each bring 3 different ideas of what they would like to see on the mural to the August 11, 2026 meeting.

Ongoing Updates

- **Willits Alley:** Bassett reported that the initiatives in Willits Alley are progressing. Bassett to continue to work with City Engineering and DTE to order the light pole arms.
- **Holiday Lighting 2025/2026:** Bassett reported that the total cost for holiday lighting came in just under budget.
- **Holiday Tree Replacement:** Bassett reported that DPS will be going to commission on July 27.
- **Powerwashing:** Bassett reported that powerwashing has been completed. They are scheduled again after the Cruise Event.
- **Light Pole Banners:** Bassett reported that all of the banners have been installed.
- **Merrill Street Lighting:** Bassett shared that Ishbia is working on finding their own contractor.

The meeting adjourned at 9:26 a.m.

Next Meeting: Tuesday, August 11, 2026, at 8:30 a.m.

Business Development Committee Meeting Minutes
151 Martin Street, Conference Room 202
July 28, 2026, at 8:30 a.m.

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

In Attendance: S. Quintal, C. Quezada, M. Sharrak, A. Thomas, S. Wolf, E. Bassett, J. Leavy
Guests: None
Absent: J. Hockman (Chair), S. Surnow (Vice Chair), M. McKenzie

Motion by Thomas, seconded by Sharrak, to nominate Quintal to lead the meeting Hockman's and Surnow's absences. All ayes. Motion passed.

Public Comment: None

Approval of Minutes: Motion by Quezada, seconded by Wolf, to approve the minutes from May 26, 2026. All ayes. Motion passed.

Business Recruitment and Retention

- **Available Spaces Report:** Bassett noted that there were very few retail spaces available. The committee decided that a digital version of the report is sufficient for meeting purposes.
- **New Business Report:** The committee reviewed the report and discussed several new businesses. Thomas to connect Bassett with two new retailers opening soon, so Bassett can send the New Business Guide and welcome communication.
- Quarterly Timeline Goals – Q2:
 - Blade Sign Grant Program Draft: The committee approved the grant program draft with minor edits. The committee recommends presenting the draft to the BSD Board for approval at the August 6, 2026 meeting.
 - Business Mix Analysis: Bassett reported that staff has updated the spreadsheet with the "Scheduled to Open" businesses and are awaiting chart updates from McKenzie.

Other Business

- **Merchant Meeting Workshops:**
 - June 17 Merchant Meeting: Bassett reported that the June 17 Merchant Meeting was well attended, including representation from some of the BSD's newest merchants.
 - July 15 Email Marketing Workshop: Bassett reported that there were several small businesses in attendance, though attendance was not as high as we had hoped. Time of year, the recent June meeting, and presentation content were likely contributors.
 - Late Summer/Early Fall: Employee Culture and Retention, Beth Hussey
 - Fall: Influencer Marketing, Amy Gill

Meeting adjourned at 9:21 a.m.

NEXT MEETING – August 25, 2026, at 8:30 a.m.

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

AUGUST 2026

Office Occupancy Rate 91%

Retail Occupancy Rate 99%

Name of Business	Property Address	Street Name	Notes	Date of notification	Scheduled to Open/Moved/Opened in last 12 months
Forme` Weight Loss	251	Merrill Street, East, Suite 210	Medical	07/20/26	Scheduled to Open
Foundation Medical Spa	670	Old Woodward, South, Suite 4	Medspa	06/30/26	Scheduled to Open
Cherry Republic	243	Maple Road, West	Specialty Retailer	06/30/26	Scheduled to Open
A2 Aesthetic	630	Old Woodward, North, Suite 101	Medspa	06/23/26	Scheduled to Open
WD Investment Company	55	Maple Road, West	Financial	06/02/26	Scheduled to Open
CrossCountry Mortgage	191	Old Woodward, North, Suite 200	Financial	06/02/26	Scheduled to Open
Portland Leather Goods	157	Maple Road, West	Accessories	05/22/26	Scheduled to Open
The Pearl Market	856	Old Woodward, North	Grocery/Specialty	04/30/26	Scheduled to Open
No. 28	211	Hamilton Row	Dining	04/30/26	Scheduled to Open
LAQR	233	Old Woodward, North	Specialty Retailer	03/31/26	Scheduled to Open
NME Management	700	Maple Road East, Suite 200	Real Estate	02/10/26	Scheduled to Open
Old World Pizzeria	600	Old Woodward, North	Dining	01/29/26	Scheduled to Open
J.Jill	284	Maple Road, West	Apparel	11/18/25	Scheduled to Open
VITAstir	251	Merrill Street, East, Suite 202	Medical	06/12/25	Scheduled to Open
Shoppe Cozette	266	Maple Road, East	Apparel & Accessories	07/20/26	Opened
Jackie Naik Aesthetics	670	Old Woodward, South, Suite 2	Medspa	07/15/26	Opened
Vie Real Estate	1025	Maple Road, East, Suite 201	Real Estate	07/14/26	Opened
Oakland Ophthalmic Surgery	800	Adams Road, South	Medical	06/30/26	Opened

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

AUGUST 2026

Office Occupancy Rate 91%

Retail Occupancy Rate 99%

Name of Business	Property Address	Street Name	Notes	Date of notification	Scheduled to Open/Moved/Opened in last 12 months
Health Beauty PT	280	Maple Road, West, Suite 215	Medical	06/30/26	Opened
The Pastry Palette	750	Old Woodward, South	Dining	06/23/26	Opened
eFiori	115	Willits Street	Dining	06/17/26	Opened
Birmingham Speech and Language	800	Old Woodward, North, Suite 200	Medical	06/08/26	Opened
Design Within Reach	214	Maple Road, West	Furniture	06/02/26	Opened
The SKN Lounge	255	Old Woodward, South, Suite 150, #17	Med Spa	06/02/26	Opened
Vuori	100	Old Woodward, South	Apparel	05/14/26	Opened
Lost and Found Vintage	574	Old Woodward, North	Apparel	05/12/26	Opened
Besos	239	Old Woodward, North	Dining	04/27/26	Opened
Rockefeller Fianancial	260	Brown Street, Suite 300	Financial	04/21/26	Opened
Studio 33' Blossom	730	Old Woodward, North, Lower Level	Salon	04/21/26	Opened
Veloura Beauty	363	Maple Road, East	Salon	03/31/26	Opened
SkinergyMD	373	Old Woodward, South	Medspa	03/24/26	Opened
Rag & Bone	106	Old Woodward, South	Apparel	03/24/26	Opened
Kaishin Izakaya	176	Old Woodward, South	Dining	03/24/26	Opened
Massage Koko Hazel	255	Old Woodward, South, Suite 150	Salon	03/11/26	Opened
Crain Homes	260	Martin Street	Real Estate	02/17/26	Opened
Better Burgers	35075	Woodward Avenue	Dining	02/17/26	Opened
Everliv Health	300	Maple Road East, Suite 340	Medical	02/16/26	Opened
Brightmont Academy	746	Maple Road, East	Education	02/10/26	Opened
w3r Consulting	330	Hamilton Row, Suite 200	Business Services	02/10/26	Opened

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

AUGUST 2026

Office Occupancy Rate 91%

Retail Occupancy Rate 99%

Name of Business	Property Address	Street Name	Notes	Date of notification	Scheduled to Open/Moved/Opened in last 12 months
Ideal Medical Massage	630	Old Woodward, North, Suite 303	Medical	11/01/25	Opened
Hudson Avenue Partners	205	Pierce Street, Suite 99 LL	Investment Bank	01/06/26	Opened
Ernesta	138	Maple Road, West	Home Furnishings	01/06/26	Opened
Snap Taco	126	Old Woodward, South	Dining	12/16/25	Opened
mane collab	730	Old Woodward, North	Salon	06/17/25	Opened
Highline Trading	135	Old Woodward, North	Jeweler	11/20/25	Opened
Birmingham Sport and Spine	280	Old Woodward, North, Suite 105	Medical	11/19/25	Opened
RH Gallery	300	Old Woodward, South	Home Furnishings	11/21/25	Opened
Redvanly	203	Maple Road, East	Mens Apparel	11/15/25	Opened
FS8	34000	Woodward Avenue	Health & Fitness	11/05/25	Opened
Elsa Arms, Estate & Couture	34164	Woodward Avenue, Suite 309	Furniture & Apparel	11/01/25	Opened
Danyal Israil Dental	720	Old Woodward, North	Dental	10/02/25	Opened
Reiki Euphoria	149	Pierce Street	Health & Wellness	10/01/25	Opened
St. Roger Abbey	215	Old Woodward, North	Bakery	09/27/25	Opened
Forward Commercial Group	240	Martin Street, Suite 200	Real Estate	09/24/25	Opened
CLEO Skin + Laser	670	Old Woodward, South	Medical Spa	09/16/25	Opened
Read My Lips	768	Old Woodward, North	Gift & Specialty	09/16/25	Opened
Playful Pathways	800	Old Woodward North	Medical	09/13/25	Opened
Metta & Moxie	800	Old Woodward North, Suite 210	Medical	09/13/25	Opened

Executive Committee Meeting Minutes

Birmingham City Hall, 151 Martin Street, Conference Room 202

July 29, 2026, at 8:30 a.m.

In Attendance: A. Pohlod, Z. Kay, J. Ecker, S. Wolf
Absent: D. Fehan
Guests: None
Staff: E. Bassett

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

Approval of Minutes: Motion by Kay, seconded by Wolf, to approve the minutes dated May 20, 2026. All ayes, motion passed.

Public Comment: None

Presentations:

- **Social Media Report:** Bassett advised that Saturday Social will prepare a six-month report to include February – July 2026 for presentation at the August 6, 2026 BSD Board meeting.
- **Mid-year Marketing Report:** Bassett presented the report, noting a slight reduction in overall impressions due to the cancelation of the BRRmtingham Blast event (due to weather) and due to some shifts in the media plan. In general, analytics are tracking nicely.

New Business:

- **Blade Sign Grant Program:** The committee reviewed the Blade Sign Grant Program draft. Bassett advised that the Business Development committee, City of Birmingham Planning Department and City of Birmingham Attorney all reviewed the draft. Bassett to make some minor language and content organization edits as directed by the committee before presenting it to the BSD Board on August 6, 2026.

Old Business:

- **Assessment Renewal:** Bassett advised that a Memorandum to set the public hearing dates for the BSD Special Assessment Renewal will be presented to the City Manager and City Commission on the August 10, 2026 City Commission consent agenda.

Committee Updates:

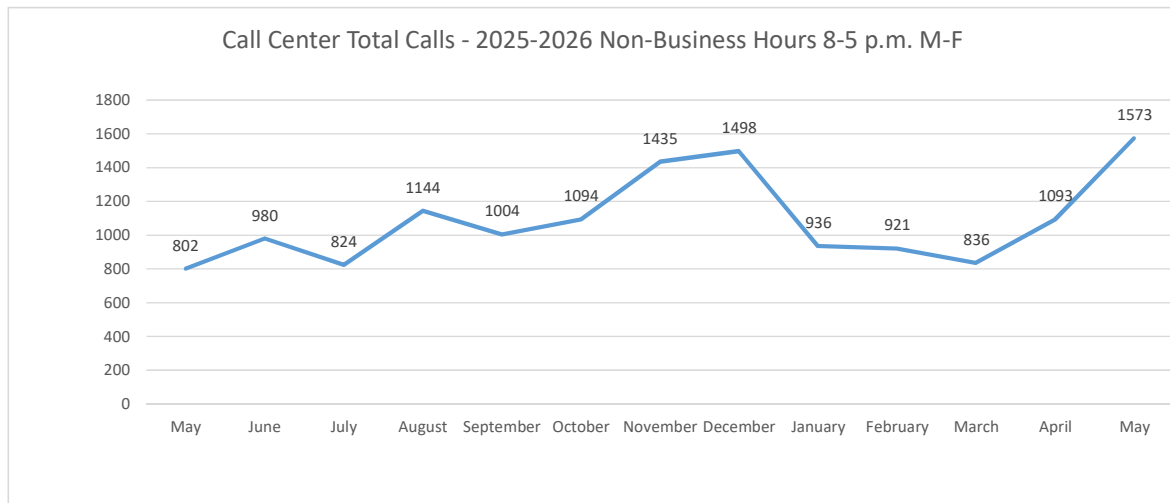
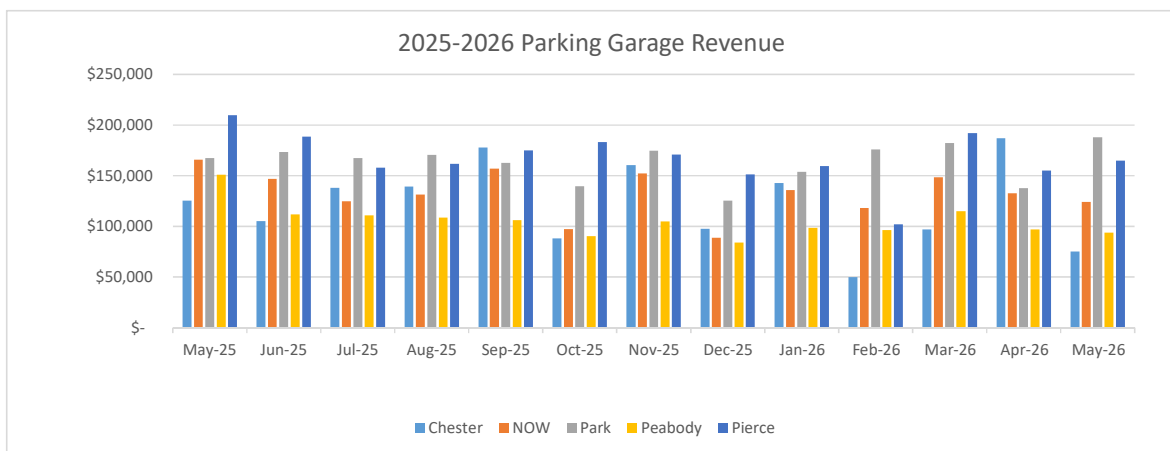
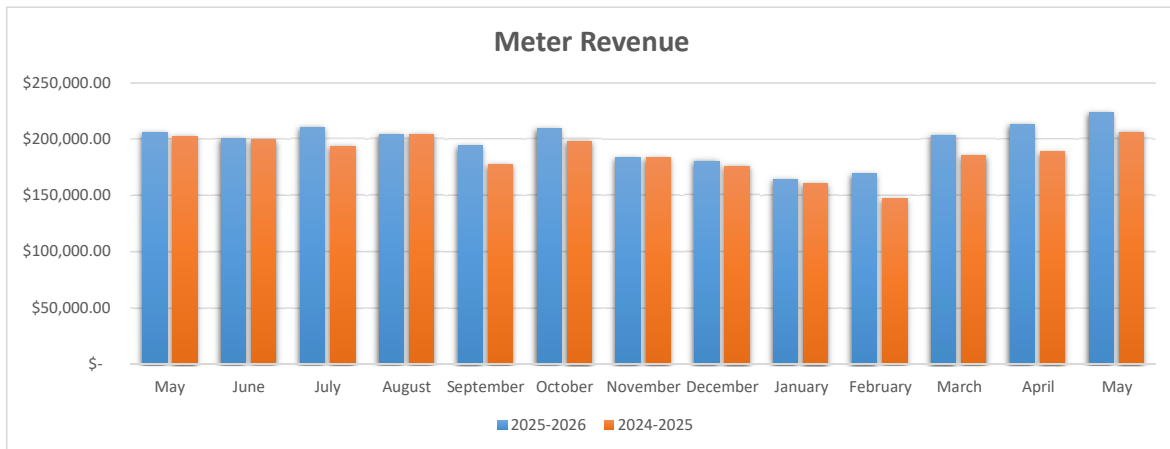
The committee discussed brief committee updates, noting that some of the committees did not meet in June and July.

Other Updates:

- Bassett advised that BSD employee evaluations are complete and that all employees are eligible for a 3% cost of living increase and some for merit increases.
- The committee selected City Hall as the BSD Board meeting location for the August 6, 2026 and September 3, 2026 BSD Board meetings. Bassett will contact The Townsend Hotel for the October 1, 2026 BSD Board meeting, as we plan to recognize several businesses for their milestone anniversaries and will need different accommodations.

Meeting adjourned at 9:27 a.m.

NEXT MEETING: Wednesday, August 26, 2026, at 8:30 a.m.



Garage Permits Sold vs Capacity w/ Oversell
May 2026

Location	Capacity	Sold	Oversell %	Evening Permits
Pierce	706	851	121%	28
Peabody	437	496	114%	1
Park	811	1005	124%	12
Old Woodward	745	954	128%	13
Chester	766	1301	170%	8

Call History - May 2026

Facility	(All)
Row Labels	Count of Reason
02-Credit Card Payment	141
03-Cash Payment	14
04-Invalid Ticket / Ticketless Options	136
05-Invalid Validation	12
06-Assistance On Site	14
07-Lost Ticket	52
08-Ghost Call	465
09-Vendor	21
11-Equipment Issue	162
13-Monthly	122
14-Test Call	6
16-Network - Audio/Video Issue	209
17-Insufficient Funds	19
24-General Information	63
Disconnect	
25-Previous Call Vend	3
DISCONNECTED	131
10-Receipt	4
Justin Babb	1
Grand Total	1575

Facility	City of Birmingham Michigan - Old North Woodward
Row Labels	Count of Reason
02-Credit Card Payment	23
03-Cash Payment	2
04-Invalid Ticket / Ticketless Options	28
05-Invalid Validation	6
06-Assistance On Site	2
07-Lost Ticket	13
08-Ghost Call	57
09-Vendor	15
11-Equipment Issue	18
13-Monthly	29
16-Network - Audio/Video Issue	40
17-Insufficient Funds	6
24-General Information	10
DISCONNECTED	27
Grand Total	276

Facility	City of Birmingham Michigan - Peabody Garage
Row Labels	Count of Reason
02-Credit Card Payment	23
03-Cash Payment	2
04-Invalid Ticket / Ticketless Options	28
05-Invalid Validation	3
06-Assistance On Site	4
07-Lost Ticket	6
08-Ghost Call	92
11-Equipment Issue	57
13-Monthly	11
14-Test Call	2
16-Network - Audio/Video Issue	28
17-Insufficient Funds	2
24-General Information	20
25-Previous Call Vend	1
DISCONNECTED	30
10-Receipt	1
Grand Total	310

Facility	City of Birmingham Michigan - Chester St Garage
Row Labels	Count of Reason
02-Credit Card Payment	7
04-Invalid Ticket / Ticketless Options	3
07-Lost Ticket	4
08-Ghost Call	31
09-Vendor	3
11-Equipment Issue	2
13-Monthly	17
16-Network - Audio/Video Issue	15
24-General Information	7
DISCONNECTED	10
10-Receipt	3
Justin Babb	1
Grand Total	103

Facility	City of Birmingham Michigan - Park St. Garage
Row Labels	Count of Reason
02-Credit Card Payment	39
03-Cash Payment	2
04-Invalid Ticket / Ticketless Options	22
05-Invalid Validation	2
06-Assistance On Site	2
07-Lost Ticket	3
08-Ghost Call	71
09-Vendor	1
11-Equipment Issue	17
13-Monthly	15
14-Test Call	4
16-Network - Audio/Video Issue	36
17-Insufficient Funds	2
24-General Information	8
DISCONNECTED	14
Grand Total	238

Facility	City of Birmingham Michigan - Pierce Garage
Row Labels	Count of Reason
02-Credit Card Payment	49
03-Cash Payment	8
04-Invalid Ticket / Ticketless Options	55
05-Invalid Validation	1
06-Assistance On Site	6
07-Lost Ticket	26
08-Ghost Call	214
09-Vendor	2
11-Equipment Issue	68
13-Monthly	50
16-Network - Audio/Video Issue	90
17-Insufficient Funds	9
24-General Information	18
25-Previous Call Vend	2
DISCONNECTED	50
Grand Total	648

FREE PARKING REPORT

April 2026

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE VEHICLES
CHESTER	6,256	2,664	\$12,414.00	43%
OLD WOODWARD	16,958	9,186	\$31,044.00	54%
PARK	22,580	10,322	\$43,906.00	46%
PEABODY	22,251	12,690	\$48,168.00	57%
PIERCE	22,964	10,093	\$77,034.00	44%
TOTALS	91,009	44,955	\$212,566.00	49%

Paying cars	Rate per
3,592	\$3.46
7,772	\$3.99
12,258	\$3.58
9,561	\$5.04
12,871	\$5.99
	\$4.41

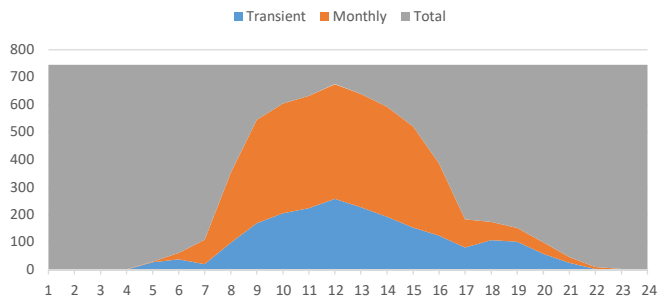
May 2026

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE VEHICLES
CHESTER	9,753	4,935	\$19,220.10	51%
OLD WOODWARD	21,073	11,555	\$41,040.00	55%
PARK	28,736	13,821	\$52,384.00	48%
PEABODY	25,546	14,066	\$51,430.00	55%
PIERCE	30,878	14,272	\$92,371.00	46%
TOTALS	115,986	58,649	\$256,445.10	51%

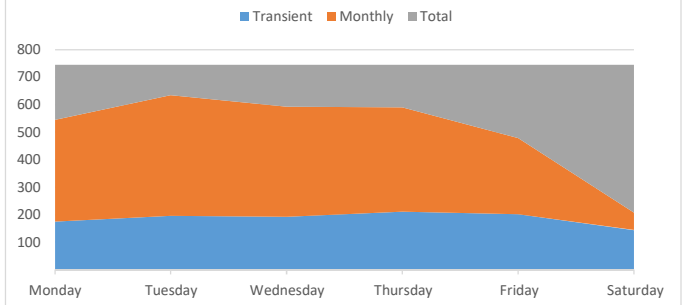
Paying cars	Rate per
4,818	\$3.99
9,518	\$4.31
14,915	\$3.51
11,480	\$4.48
16,606	\$5.56
	\$4.37

Source: TIBA Report #15

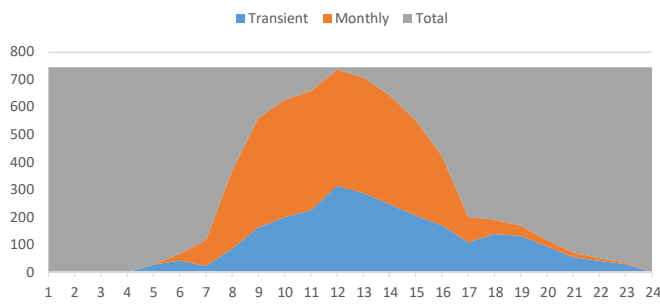
N. Old Woodward Occupancy Wednesday 5/6/2026



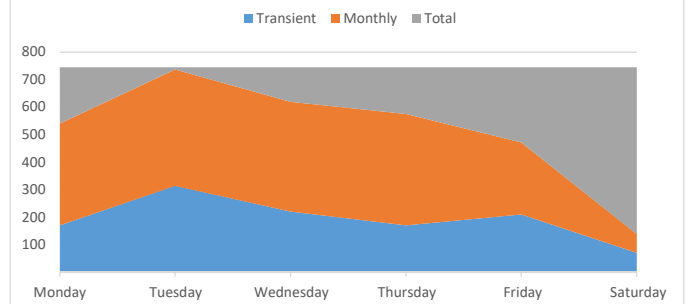
N. Old Woodward Occupancy Week of 5/9/2026



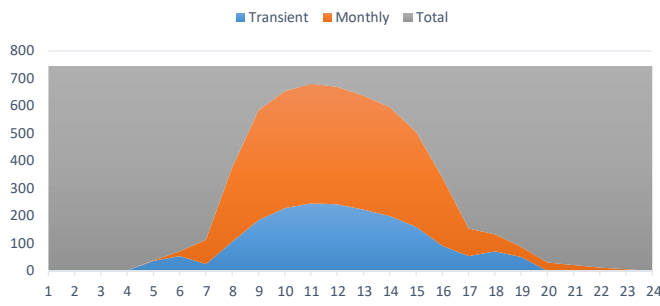
N. Old Woodward Occupancy Wednesday 5/13/2026



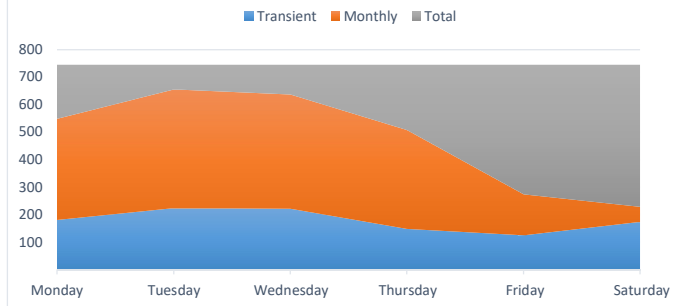
N. Old Woodward Occupancy Week of 5/16/2026



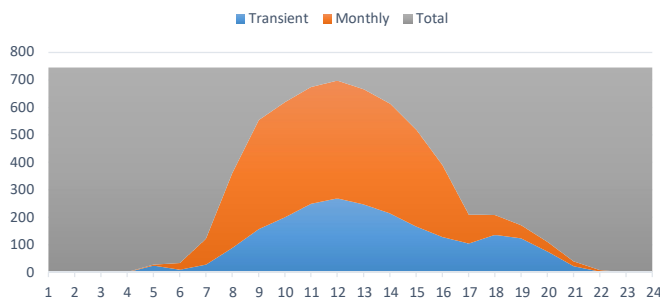
N. Old Woodward Occupancy Wednesday 5/20/2026



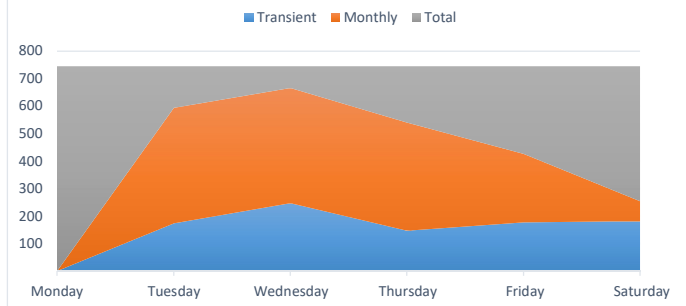
N. Old Woodward Occupancy Week of 5/23/2026



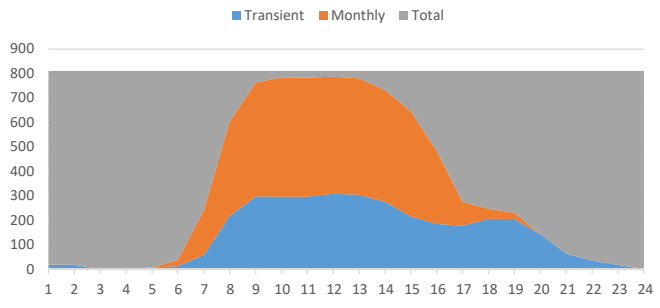
N. Old Woodward Occupancy Wednesday 5/27/2026



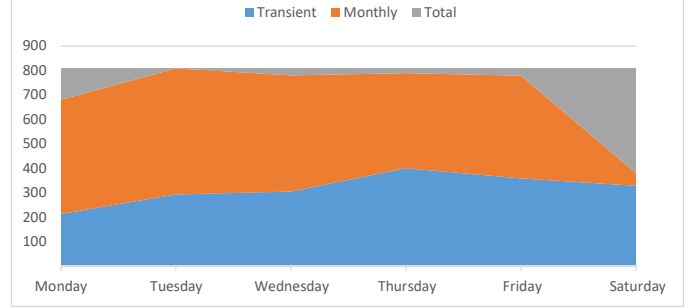
N. Old Woodward Occupancy Week of 5/30/2026



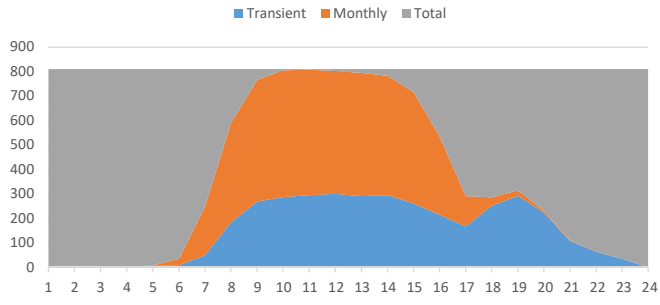
Park Occupancy Wednesday 5/6/2026



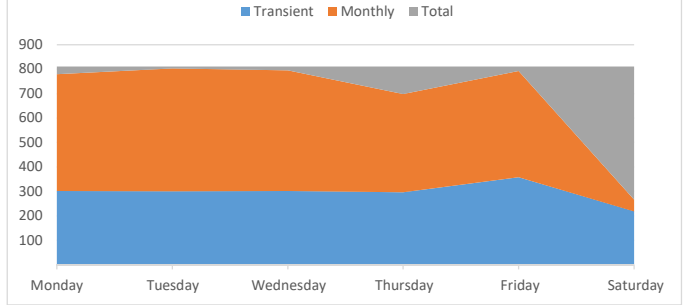
Park Occupancy Week of 5/9/2026



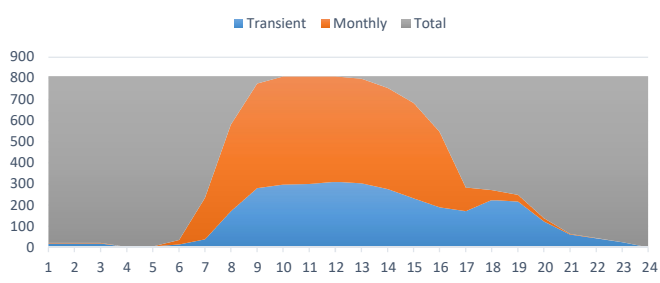
Park Occupancy Wednesday 5/13/2026



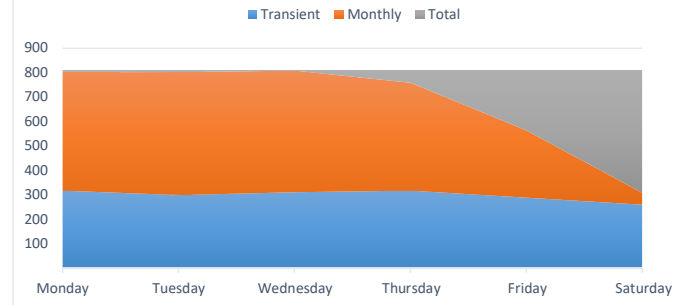
Park Occupancy Week of 5/16/2026



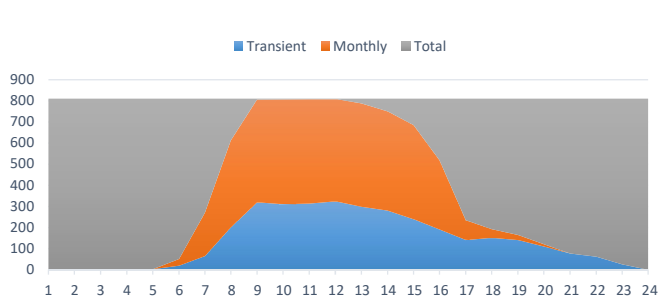
Park Occupancy Wednesday 5/20/2026



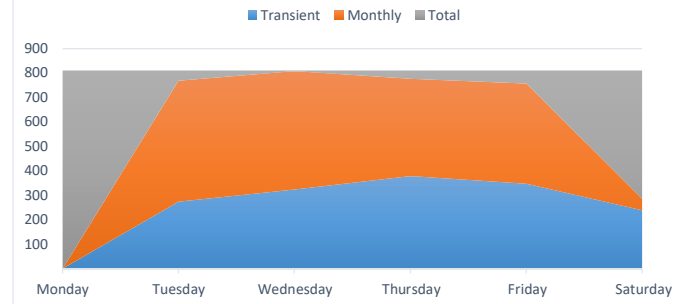
Park Occupancy Week of 5/23/2026



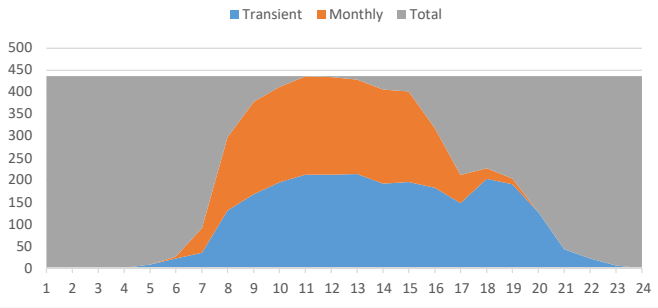
Park Occupancy Wednesday 5/27/2026



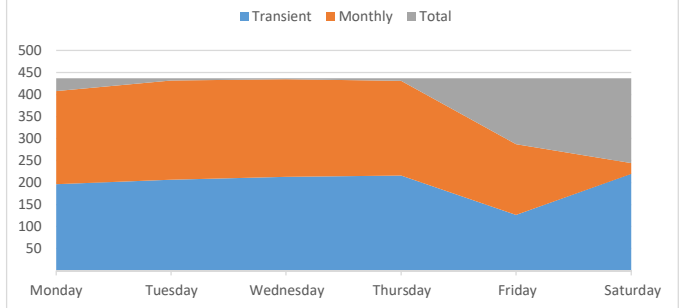
Park Occupancy Week of 5/30/2026



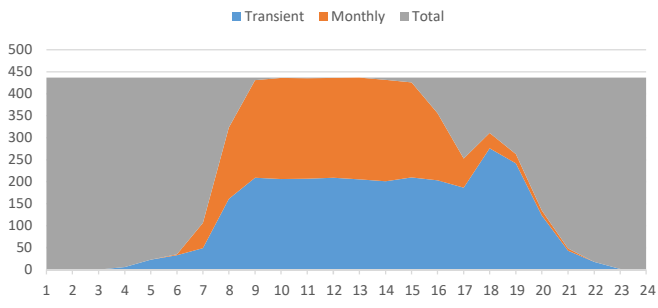
Peabody Occupancy Wednesday 5/6/2026



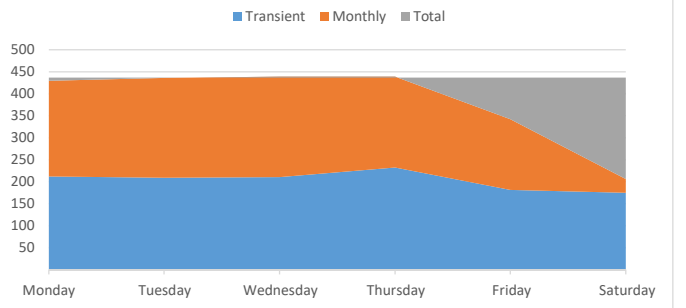
Peabody Occupancy Week of 5/9/2026



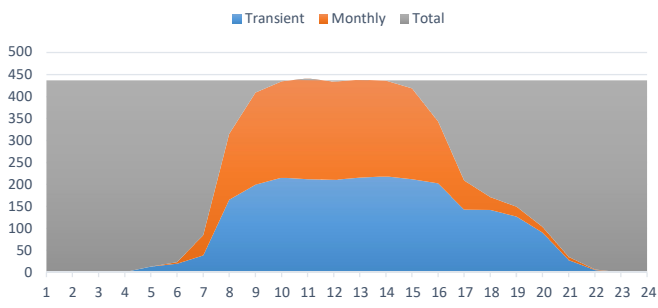
Peabody Occupancy Wednesday 5/13/2026



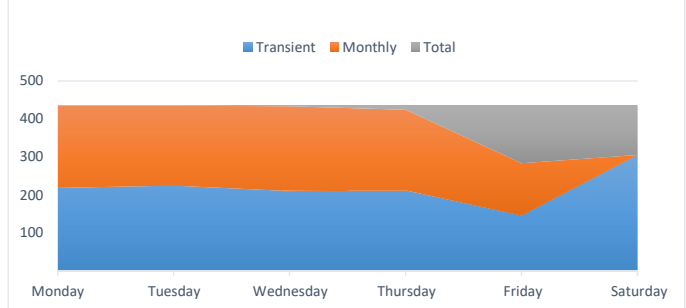
Peabody Occupancy Week of 5/16/2026



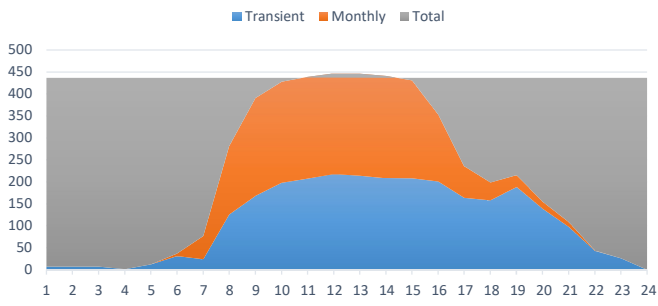
Peabody Occupancy Wednesday 5/20/2026



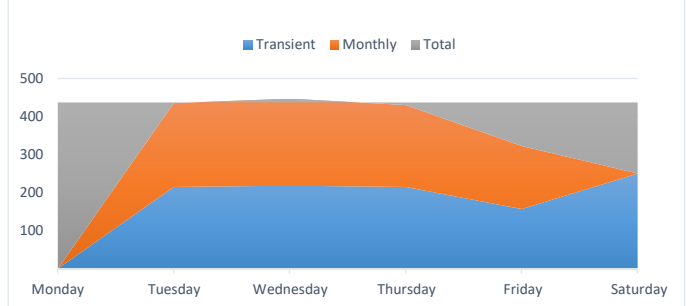
Peabody Occupancy Week of 5/23/2026



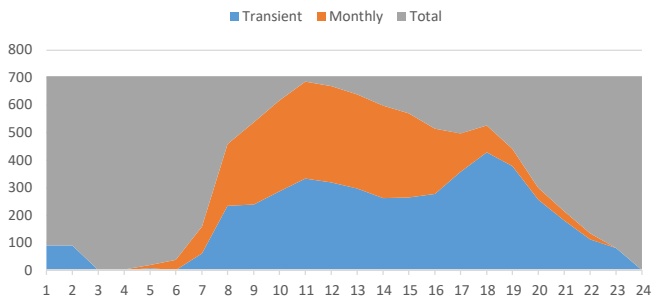
Peabody Occupancy Wednesday 5/27/2026



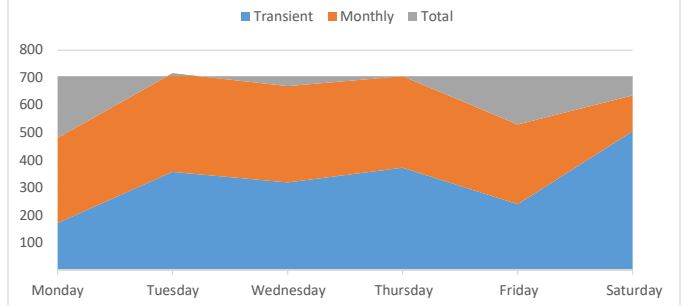
Peabody Occupancy Week of 5/30/2026



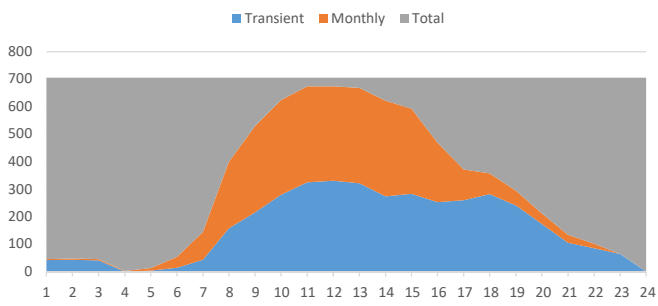
Pierce Occupancy Wednesday 5/6/2026



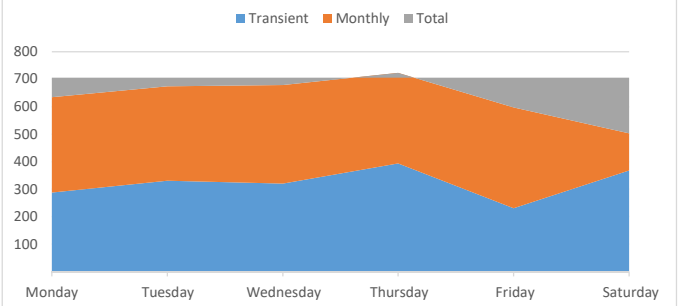
Pierce Occupancy Week of 5/9/2026



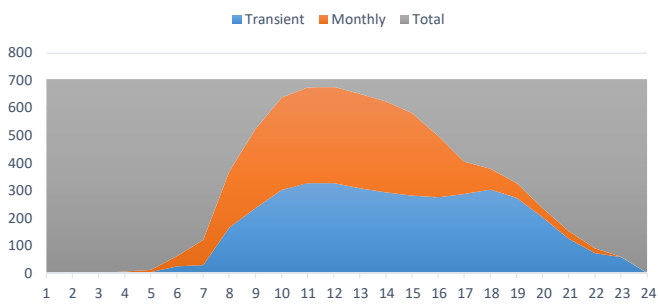
Pierce Garage Occupancy Wednesday 5/13/2026



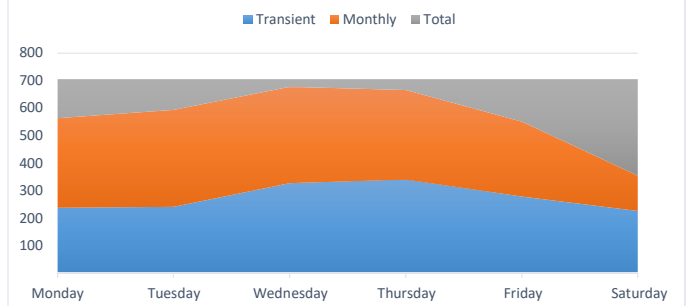
Pierce Garage Occupancy Week of 5/16/2026



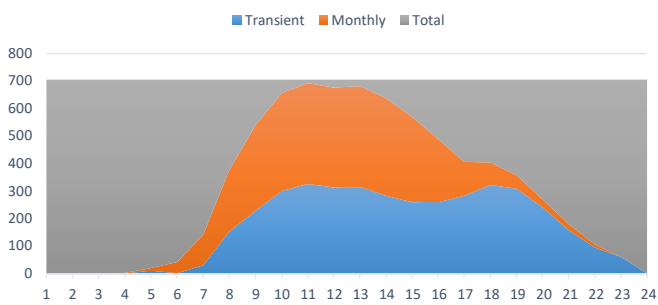
Pierce Occupancy Wednesday 5/20/2026



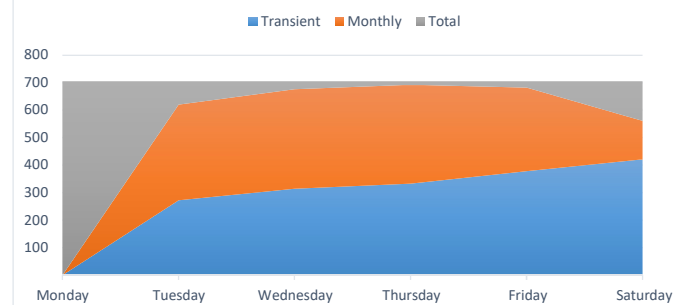
Pierce Occupancy Week of 5/23/2026



Pierce Occupancy Wednesday 5/27/2026



Pierce Occupancy Week of 5/30/2026



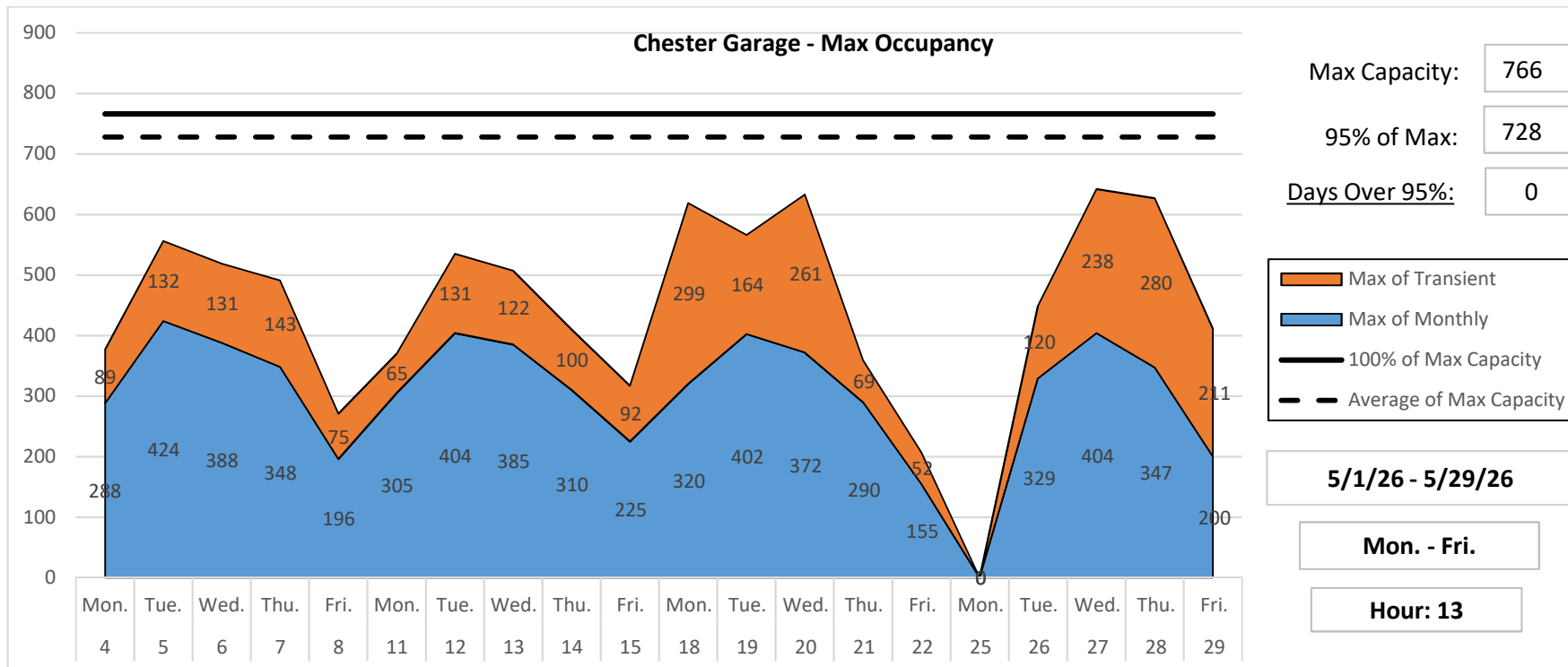
Chester	Max Capacity	Threshold %			RedZone	
	766	95%			727.7	
	Date/Time	11am	12pm	1pm	2pm	3pm
	05/04/26	380	377	352	329	275
	05/05/26	558	556	526	459	388
	05/06/26	523	519	508	450	360
	05/07/26	494	491	453	410	339
	05/08/26	263	271	288	256	235
	05/09/26	291	327	325	265	234
	05/11/26	380	370	364	337	282
	05/12/26	540	535	524	450	380
	05/13/26	528	507	516	469	388
	05/14/26	411	410	403	376	312
	05/15/26	293	317	307	257	202
	05/16/26	106	117	116	118	115
	05/18/26	617	619	604	557	488
	05/19/26	579	566	534	480	395
	05/20/26	631	633	624	559	482
	05/21/26	367	359	364	322	267
	05/22/26	197	207	199	177	155
	05/23/26	71	72	85	83	77
	05/25/26	0	0	0	0	0
	05/26/26	463	449	440	416	361
	05/27/26	643	642	631	600	512
	05/28/26	609	627	640	628	637
	05/29/26	471	411	454	406	361
	05/30/26	178	257	270	309	324

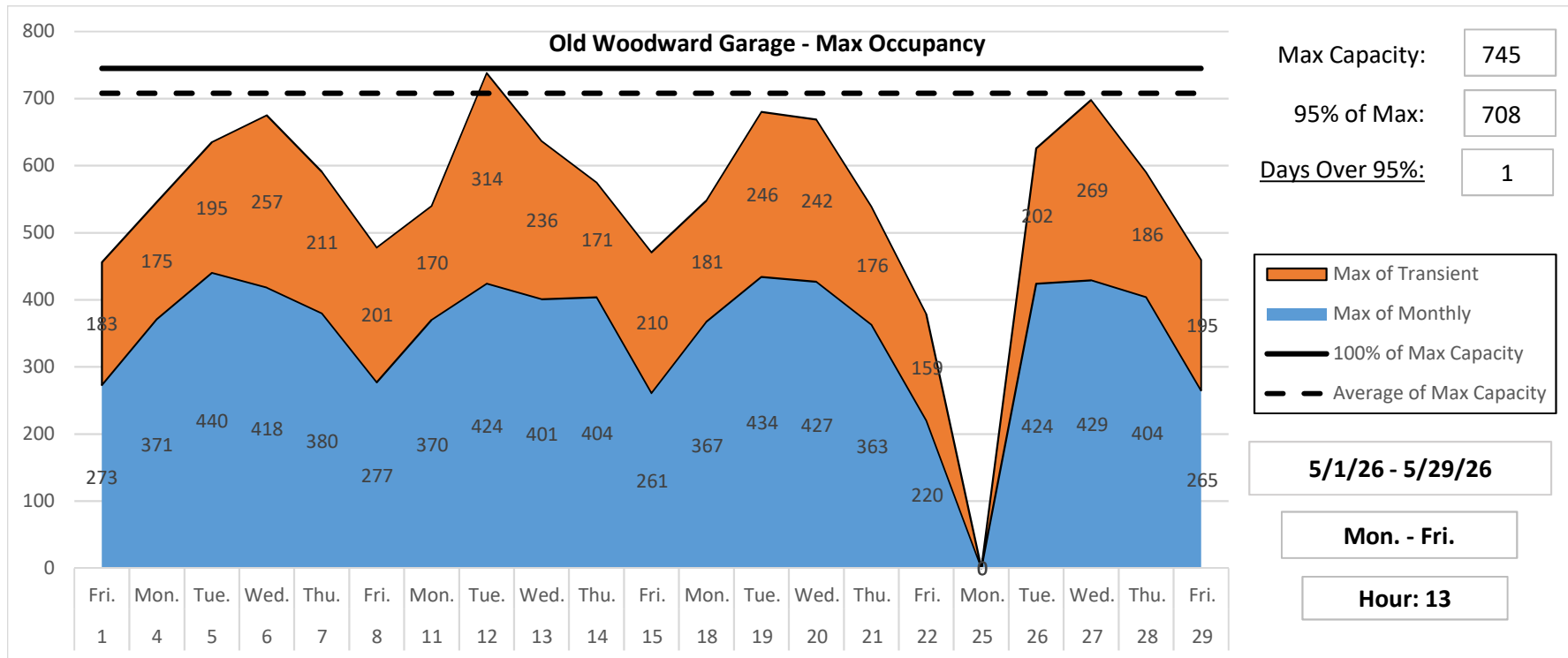
Park	Max Capacity		Threshold %			RedZone
	811		95%			770
	Date/Time	11am	12pm	1pm	2pm	3pm
	05/04/26	697	681	666	604	534
	05/05/26	812	810	810	782	716
	05/06/26	783	787	781	733	647
	05/07/26	768	790	748	665	591
	05/08/26	788	780	765	683	562
	05/09/26	288	361	380	297	284
	05/11/26	782	780	777	717	623
	05/12/26	808	803	795	784	717
	05/13/26	809	784	796	765	702
	05/14/26	687	699	650	570	532
	05/15/26	810	793	781	683	560
	05/16/26	215	264	266	229	234
	05/18/26	804	793	769	713	619
	05/19/26	811	802	785	761	664
	05/20/26	811	809	798	754	683
	05/21/26	787	759	728	658	578
	05/22/26	660	644	564	447	334
	05/23/26	247	291	308	267	233
	05/25/26	0	0	0	0	0
	05/26/26	774	770	767	706	616
	05/27/26	807	809	788	750	685
	05/28/26	775	777	762	672	592
	05/29/26	762	805	758	648	561
	05/30/26	183	257	286	265	214

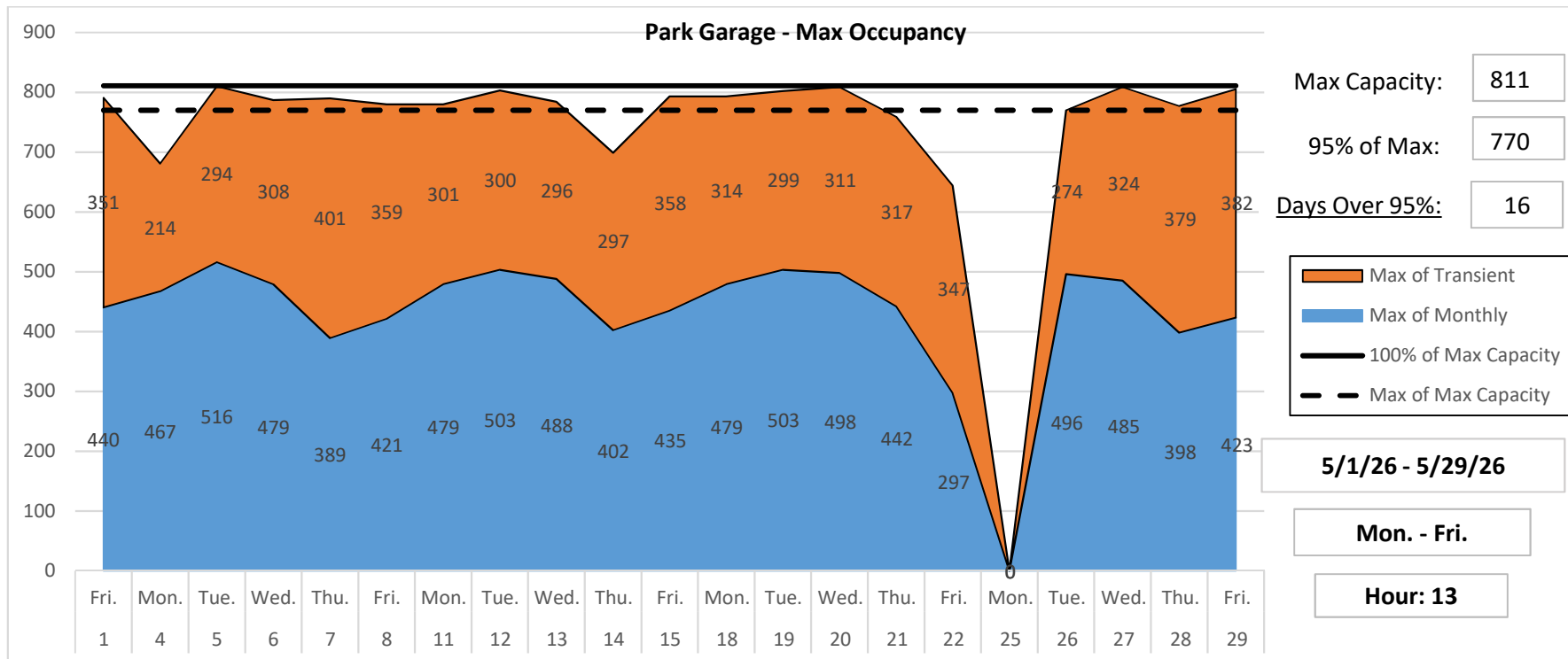
Old Woodward	Max Capacity	Threshold %			RedZone	
	745	95%			708	
	Date/Time	11am	12pm	1pm	2pm	3pm
	05/04/26	543	546	535	479	414
	05/05/26	642	635	635	588	511
	05/06/26	632	675	640	593	521
	05/07/26	582	591	582	559	496
	05/08/26	458	478	456	415	333
	05/09/26	194	225	225	207	216
	05/11/26	531	540	526	478	405
	05/12/26	660	738	708	645	553
	05/13/26	600	637	620	586	496
	05/14/26	572	575	560	552	482
	05/15/26	463	471	450	412	340
	05/16/26	95	132	138	144	144
	05/18/26	560	548	524	479	392
	05/19/26	679	680	656	617	506
	05/20/26	681	669	637	595	505
	05/21/26	527	539	519	508	436
	05/22/26	402	379	321	274	246
	05/23/26	157	185	208	228	221
	05/25/26	0	0	0	0	0
	05/26/26	623	626	594	557	472
	05/27/26	674	698	666	614	520
	05/28/26	583	590	579	540	479
	05/29/26	468	460	473	426	382
	05/30/26	150	180	196	254	274

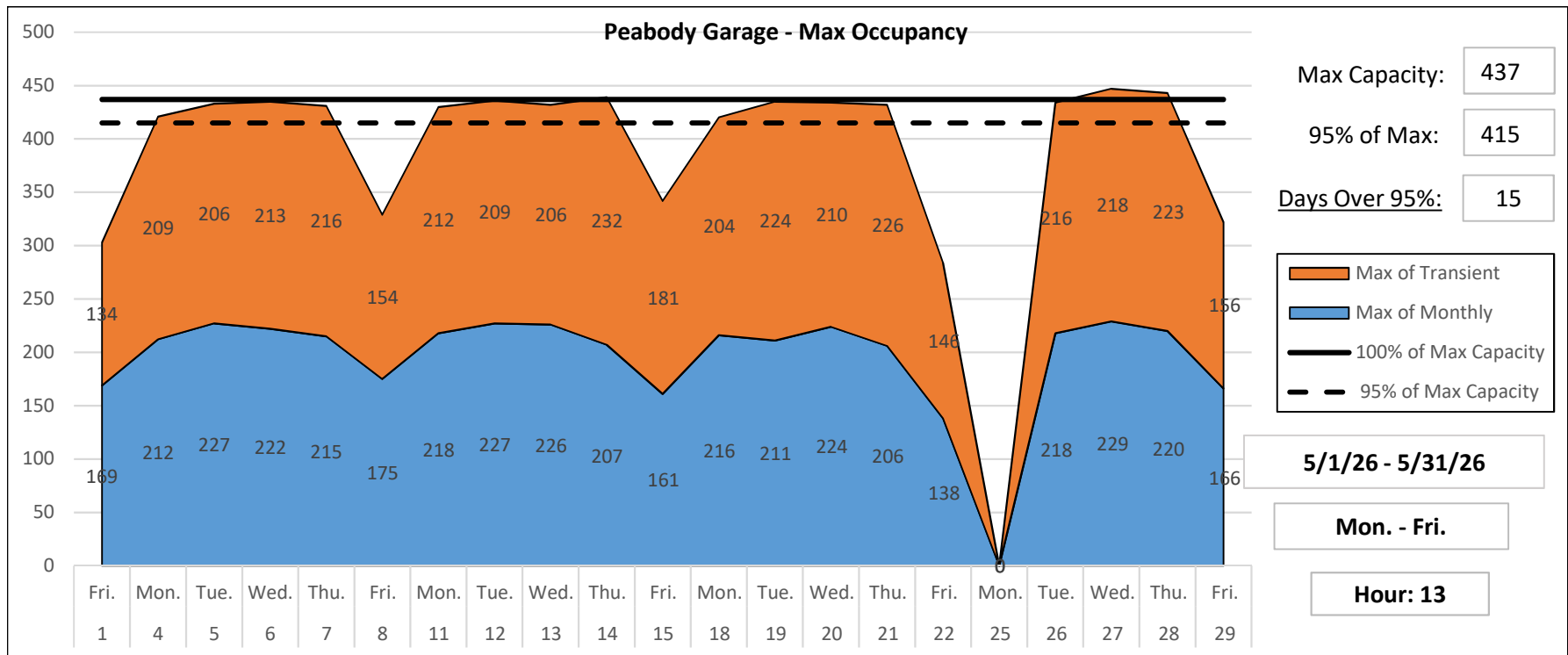
Peabody	Max Capacity	Threshold %			RedZone	
	437	95%			415	
	Date/Time	11am	12pm	1pm	2pm	3pm
	05/04/26	408	421	411	403	398
	05/05/26	435	433	432	429	407
	05/06/26	436	435	429	406	402
	05/07/26	433	431	426	409	389
	05/08/26	298	329	316	287	288
	05/09/26	231	286	276	250	227
	05/11/26	428	430	432	418	402
	05/12/26	435	436	437	432	426
	05/13/26	433	432	439	423	427
	05/14/26	443	439	443	438	416
	05/15/26	305	342	351	303	263
	05/16/26	168	185	206	176	179
	05/18/26	435	420	425	415	394
	05/19/26	436	435	431	435	414
	05/20/26	441	434	438	436	419
	05/21/26	428	432	424	419	376
	05/22/26	251	284	277	244	201
	05/23/26	228	266	237	210	176
	05/25/26	0	0	0	0	0
	05/26/26	430	434	433	435	404
	05/27/26	439	447	446	441	431
	05/28/26	443	443	430	426	413
	05/29/26	282	322	352	315	298
	05/30/26	118	157	203	193	174

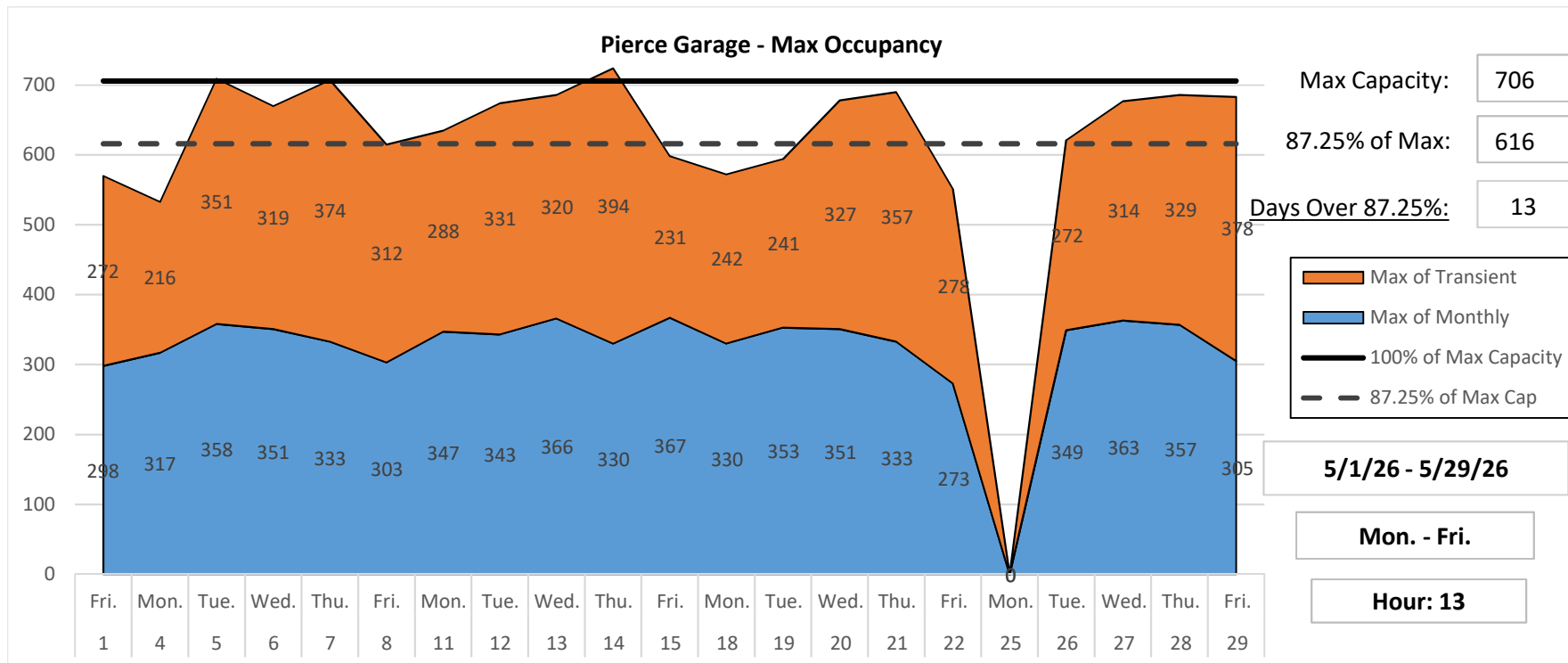
Pierce	Max Capacity	Threshold %			RedZone	
	706	87%			616	
	Date/Time	11am	12pm	1pm	2pm	3pm
	05/04/26	496	533	534	481	411
	05/05/26	678	709	716	683	608
	05/06/26	686	670	640	599	571
	05/07/26	712	707	706	649	577
	05/08/26	529	615	573	530	496
	05/09/26	660	669	637	582	508
	05/11/26	617	635	623	556	454
	05/12/26	675	674	668	622	593
	05/13/26	686	686	679	617	579
	05/14/26	682	724	703	648	572
	05/15/26	563	598	583	494	446
	05/16/26	406	495	503	519	479
	05/18/26	531	572	563	486	412
	05/19/26	598	594	574	561	459
	05/20/26	676	678	653	625	582
	05/21/26	618	690	666	614	533
	05/22/26	513	551	546	491	431
	05/23/26	317	362	349	354	345
	05/25/26	0	0	0	0	0
	05/26/26	607	621	605	546	467
	05/27/26	693	677	683	639	571
	05/28/26	677	686	693	661	699
	05/29/26	669	683	670	635	621
	05/30/26	451	572	578	562	557



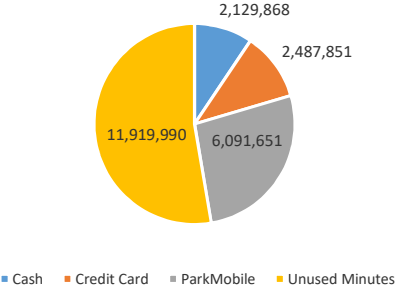




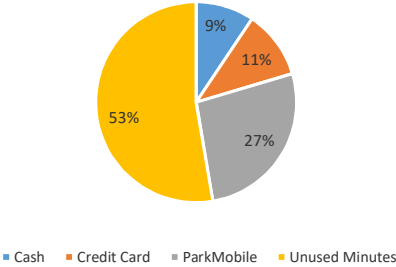




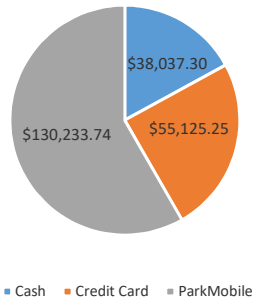
May 2026 - Total Minutes - 10,709,370 out of 22,629,360



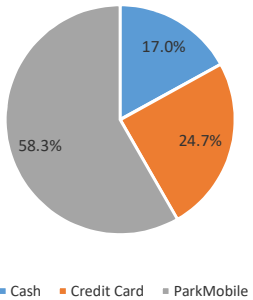
May 2026 - Total Minutes 10,709,370 out of 22,629,360

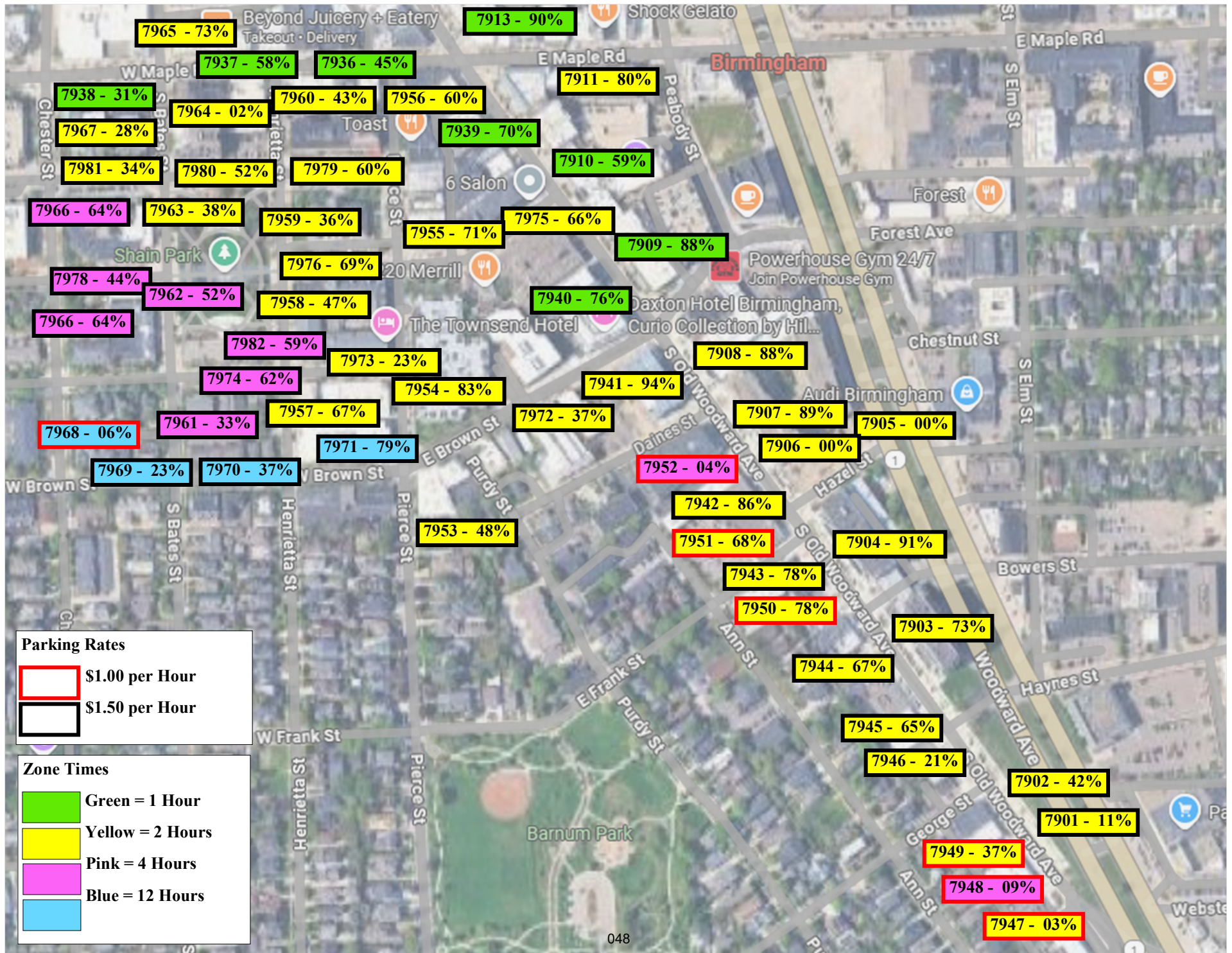


May 2026 Meters - Total Revenue \$223,963.25



May 2026 Meters - % of Total Revenue \$223,396.25







Birmingham Shopping District Attendance Record

Name of Board: Birmingham Shopping District

Year: 2026

Members Required for Quorum: 7

MEMBER NAME	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	MTG	MTG	Mtgs.	Absent	Attended
REGULAR MEMBERS																	
Jana Ecker	P	P	P	Ae	Ae	P	CM								4	2	67%
Beth Hussey	P	P	P	Ae	P	P	CM								5	1	83%
Zachery Kay	P	P	P	P	P	P	CM								6	0	100%
Jessica Lundberg	P	P	P	P	Ae	P	CM								5	1	83%
Mike McKenzie	Ae	P	Ae	P	P	P	CM								4	2	67%
Amy Pohlod	P	P	P	P	P	P	CM								6	0	100%
Bill Roberts	P	P	P	P	P	P	CM								6	0	100%
Minna Sharrak	P	P	Ae	P	P	A	CM								4	2	67%
Sam Surnow	Ae	P	P	Ae	Ae	P	CM								3	3	50%
Michele Taddei	P	P	P	P	P	P	CM								6	0	100%
Sloane Wolf	P	P	A	P	P	P	CM								5	1	83%
Member Name															0	0	#DIV/0!
															0	0	#DIV/0!
															0	0	#DIV/0!
Reserved															0	0	#DIV/0!
Doug Fehan	P	P	P	P	P	A	CM								5	1	83%
Sarvy Lipari	P	P	P	P	P	P	CM								6	0	100%
Present or Available	9	11	8	8	8	10	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 2026

[BSD Board meeting notices, agendas and minutes can be accessed at downtownbirmingham.com/board.](https://downtownbirmingham.com/board)

[BSD committee meeting notices, agendas and minutes can be accessed at downtownbirmingham.com/committees.](https://downtownbirmingham.com/committees)

Month	BSD Board	Executive Committee	Business Development Committee	Maintenance and Capital Improvements Committee	Marketing and Advertising Committee	Special Events Committee	Tourism Advisory
January	*1/8/26	12/17/2025	1/27/2026	1/13/2026	1/14/2026	1/9/2026	
February	2/5/2026	1/28/2026	2/24/2026	2/10/2026	2/11/2026	2/13/2026	
March	*3/12/26	*3/4/26	3/24/2026	3/10/2026	3/11/2026	3/13/2026	
April	*4/16/26	*4/1/26	4/28/2026	4/14/2026	*4/15/26	*4/27/26	4/22/2026
May	5/7/2026	4/29/2026	5/26/2026	5/12/2026	5/13/2026	5/8/2026	
June	6/4/2026	*5/20/26	**6/23/2026	**6/9/2026	**6/10/2026	6/12/2026	
July	**7/2/2026	**6/24/2026	7/28/2026	7/14/2026	**7/8/2026	**7/10/2026	
August	8/6/2026	7/29/2026	8/25/2026	8/11/2026	8/12/2026	8/14/2026	
September	9/3/2026	8/26/2026	9/22/2026	9/8/2026	9/9/2026	9/11/2026	9/16/2026
October	10/1/2026	9/23/2026	10/27/2026	10/13/2026	10/14/2026	10/9/2026	
November	11/5/2026	10/28/2026	11/24/2026	11/10/2026	*11/4/26	11/13/2026	
December	12/3/2026	11/25/2026	12/22/2026	*TBD	12/9/2026	12/11/2026	

*Notes date outside of typical meeting cadence

** Canceled

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