



The Shopping District

**Birmingham Shopping District Agenda
Thursday September 5, 2019 - 8 a.m.**

**The Community House
380 South Bates Street, Birmingham, MI 48009**

1. Call to order and Roll Call of Board
2. Recognition of Visitors
3. Approval of Minutes for August 1, 2019
4. Board Member Comments
5. Reports:
 - a. Finance Report
 - b. Executive Director Report – Tighe
 - c. Committee Reports:
 - i. Special Events – Astrein
 - ii. Marketing & Advertising – Pohlod
 - iii. Maintenance and Capital Improvements – Quintal
 - iv. Business Development – Surnow
 - v. Executive Board Report – Hockman
 - d. Parking Report – July 2019
 - e. Chamber Report
 - f. Community House Report
6. Approval of Vouchers
7. Unfinished Business
8. New Business
9. Information
 - a. Announcements
 - b. Letters, Board Attendance & Monthly Meeting Schedule
10. Public Comments
11. Adjournment

Birmingham Shopping District Mission Statement

We strive to provide leadership in marketing, advertising and promotion of the Birmingham Shopping District.

We actively work to promote a district that is exciting, clean, safe and pedestrian-friendly and ensure that the district continues to serve as a center for business, service, social and community activities.

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) 644-5115 (for the hearing impaired) at least one day before the meeting to request help in mobility, visual, hearing, or other assistance.

Las personas con incapacidad que requieren algún tipo de ayuda para la participación en esta sesión pública deben ponerse en contacto con la oficina del escribano de la ciudad en el número (248) 530-1800 o al (248) 644-5115 (para las personas con incapacidad auditiva) por lo menos un día antes de la reunión para solicitar ayuda a la movilidad, visual, auditiva, o de otras asistencias. (Title VI of the Civil Rights Act of 1964).

City of Birmingham
Birmingham Shopping District Proceeding
Thursday, August 1, 2019 8:00 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, August 1, 2019, at 8:03 a.m. in The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, Eid, Fehan, Hockman, Kay, Pohlod, Quintal, Roberts, Solomon, Surnow, Valentine

ABSENT:

ALSO PRESENT: David Hohendorf, Joe Bauman

ADMINISTRATION: Tighe, Brook, Gerber

2. RECOGNITION OF VISITORS

3. APPROVAL OF MINUTES

MOTION: Motion by Astrein, seconded by Pohlod to approve the minutes dated June 6, 2019.

VOTE: Yeas, 11 Nays, 0 Absent, 0

4. BOARD MEMBER COMMENTS

5. REPORTS

a. FINANCE REPORT – GERBER

Gerber shared that the June reports are preliminary year end numbers as we are still closing out the fiscal year. The revenue & expenditure report shows expenses at 99% of the budgeted amount and that \$21,000 was added to the fund balance. It had been anticipated that we would need to use \$100,000 but we were able to add instead. Gerber attributes this to the increase in special assessment rate.

As of June 30th, \$48,000 of special assessment was unpaid and will be rolled into county taxes.

The fund balance of \$657,000 at the end of June was maintained. Cash flow report shows a year end \$174,000 better than projected. This is due to the special assessment increase as well as special events bringing in more money than budgeted.

Gerber commended the board for doing a really good job maintaining balances.

b. EXECUTIVE DIRECTOR REPORT - TIGHE

No report given
8/26/2019

c. COMMITTEE REPORTS:

SPECIAL EVENTS - ASTREIN

Astrein reported that the second Movie Night went well. Attendance has been very good for both movies.

Day on the Town was a success last Saturday. Over 70 merchants participated. Astrein said that he has gotten very positive feedback and there was less open space (the event was more densely populated).

The committee is continuing to work on the Thursdays in the City idea.

MARKETING & ADVERTISING - POHLOD

Pohlod updated everyone that Renaissance Media is working on the Birmingham Magazine. They have sent media kits to merchants and have begun making calls. Pohlod encouraged board members to consider advertising. She would like the board to help set the trend. She shared that advertising rates are more reasonable this year than they have been in the past.

A meeting is scheduled with Paige to discuss social media – what is working and what can be improved.

Tighe shared that there was a very diverse marketing plan for Day on the Town. It included geofencing, radio, television and a billboard on I-75.

MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL

Quintal reported that a selection of chandelier style holiday lights has been made to be placed on the N. Old Woodward. The board will be asked to approve this purchase in new business.

The committee will be evaluating the flowers to see what they would like to use next year. They are also discussing an improved sound system for the tree lighting ceremony.

BUSINESS DEVELOPMENT - SURNOW

Surnow shared that they are getting closer to coming to a deal with Lyft for rebates on rides into Birmingham. It has been a more complicated process than expected, but he feels that we are finally almost there. This will be a good test to see if this service might be helpful during construction.

The committee is looking for a third party vendor to manage Birmingham Bonus Bucks during construction. This vendor could also administer the gift card program.

Tighe reported that the merchant meeting last month focused on events – primarily Day on the Town. It also included a presentation by Renaissance Media about the new magazine.

Surnow feels that third party recruiting of new merchants is going well. He has seen that Cindy has relationships that she has been able to use and that she is persistent and stays on top of her prospect list. He commended Cindy and Ingrid for the work that they are doing.

Tighe explained that the board will be asked (in new business) to give approval for the committee to move forward with the Lyft contract when it is ready.

She also shared that there is currently a 96% occupancy rate in downtown Birmingham, which is great. However, this means that some merchants who would like to locate in Birmingham are not able to find the “right” space. Quintal suggested that she let property owners know when there is an interested merchant as they might be able to help make a space available.

EXECUTIVE BOARD REPORT - HOCKMAN

Hockman reminded the board that they have been holding quarterly committee chair meetings. He said that they have been helpful to make sure that everyone is on the same page. The group will be putting together a plan to present to the board at the December meeting of strategies to help businesses during construction.

d. PARKING REPORT - VALENTINE

Valentine gave an update that there was a water main break on Maple at Old Woodward. They are working to correct the problem and quickly repair the road.

The demand on parking remains high. There has been a trend of more people using the ParkMobile app and/or paying for parking with credit cards. The use of coins is declining.

Valentine reminded the group that there is a proposal on the August 6th ballot regarding the funding for a new parking garage.

e. CHAMBER REPORT - BAUMAN

Bauman shared that the chamber started a 501c3 last year and just awarded four \$2,500 scholarships. He also let the board know that the chamber has endorsed the ballot proposal since they feel that it is an issue that has the potential to impact their entire membership.

Vine and Dine is scheduled for September 17th at the Double Tree Kingsley.

f. COMMUNITY HOUSE REPORT

There was no report from The Community House.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Fehan, seconded by Astrein to approve the vouchers, as submitted, dated August 1, 2019.

VOTE: Yeas, 11 Nays, 0 Absent, 0

7. UNFINISHED BUSINESS

8. NEW BUSINESS

a. BSD Committee Applications Approval

MOTION: Motion by Astrein, seconded by Valentine to approve the BSD Committee applications for Beth Hussey and Victoria Knight.

VOTE: Yeas, 11 Nays, 0 Absent, 0

b. WOMC Agreement for Cruise

MOTION: Motion by Fehan, seconded by Kay to approve the agreement with WOMC for the Birmingham Cruise Event, conditional upon receipt of signatures and insurance.

Tighe shared that this is the third year of a three-year contract for WOMC to have a tower in the triangle area. Valentine asked if we have a way to track the promotional spots they give us in return. Tighe said that we do get a receipt showing when they all are on the air.

VOTE: Yeas, 11 Nays, 0 Absent, 0

c. North Old Woodward Holiday Lighting Approval

MOTION: Motion by Astrein, seconded by Kay to approve the purchase of chandelier style lighting for 12 poles on North Old Woodward.

Valentine asked if these are standard items or if more would be available if needed in the future. Quintal explained that they are made to order, but more can be made if needed.

VOTE: Yeas, 11 Nays, 0 Absent, 0

d. Lyft Contract Approval

MOTION: Motion by Quintal, seconded by Pohlod to approve a ridesharing pilot program with Lyft offering rebates to customers, not to exceed \$20,000, pending review and approval by the Birmingham City Attorney and Business Development Committee.

Valentine asked if the terms of the agreement are just the dollar amount. Tighe confirmed that when the money is spent, the program will be done. There will be the option to add funds to the program if it is well received.

VOTE: Yeas, 11 Nays, 0 Absent, 0

9. INFORMATION

a. Retail Activity

b. Announcements

c. Letters, Board Attendance & Monthly Meeting Schedule

10. PUBLIC COMMENTS

Hohendorf asked if there is truth to the rumor that, due to high concrete prices, the Maple Rd. construction project might not take place next year. Valentine said that the project has not gone out to bid yet. So, he doesn't have any reason to believe that that will be the case.

Astrein thanked Jaimi for her work on a very successful Day on the Town event.

11. ADJOURNMENT – 8:45 A.M.

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

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 07/31/2019

GL NUMBER	DESCRIPTION	2019-20		ACTIVITY FOR MONTH 07/31/19	YTD BALANCE 07/31/2019	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDDT USED
		ORIGINAL BUDGET	2019-20 AMENDED BUDGET					
Fund 247 - PRINCIPAL SHOPPING DISTRICT								
Revenues								
Dept 000.000								
USE OF FUND BALANCE								
247-000.000-400.0000	APPROP FUND BAL/RET EARN	96,320.00	96,320.00	0.00	0.00	0.00	96,320.00	0.00
USE OF FUND BALANCE		96,320.00	96,320.00	0.00	0.00	0.00	96,320.00	0.00
CHARGES FOR SERVICES								
247-000.000-641.0585	CHARGES TO AUTO PARKING SYSTEM	150,000.00	150,000.00	0.00	0.00	0.00	150,000.00	0.00
CHARGES FOR SERVICES		150,000.00	150,000.00	0.00	0.00	0.00	150,000.00	0.00
INTEREST AND RENT								
247-000.000-664.0000	INVESTMENT INCOME	13,700.00	13,700.00	0.00	0.00	0.00	13,700.00	0.00
INTEREST AND RENT		13,700.00	13,700.00	0.00	0.00	0.00	13,700.00	0.00
SPECIAL ASSESSMENTS								
247-000.000-672.0247	FUTURE SPECIAL ASSESSEMENTS - PSD	1,030,930.00	1,030,930.00	0.00	0.00	0.00	1,030,930.00	0.00
247-000.000-672.0884	PSD SPEC ASSESS REVENUE 2018-2019	24,040.00	24,040.00	3,643.79	3,643.79	0.00	20,396.21	15.16
SPECIAL ASSESSMENTS		1,054,970.00	1,054,970.00	3,643.79	3,643.79	0.00	1,051,326.21	0.35
OTHER REVENUE								
247-000.000-676.0001	CONTR FROM PRIVATE SOURCE	190,000.00	190,000.00	22,571.00	22,571.00	0.00	167,429.00	11.88
OTHER REVENUE		190,000.00	190,000.00	22,571.00	22,571.00	0.00	167,429.00	11.88
Total Dept 000.000		1,504,990.00	1,504,990.00	26,214.79	26,214.79	0.00	1,478,775.21	1.74
TOTAL REVENUES		1,504,990.00	1,504,990.00	26,214.79	26,214.79	0.00	1,478,775.21	1.74
Expenditures								
Dept 298.000 - PUBLIC RELATIONS								
PERSONNEL SERVICES								
247-298.000-702.0001	SALARIES & WAGES DIRECT	31,030.00	31,030.00	1,163.18	1,163.18	0.00	29,866.82	3.75
247-298.000-702.0003	LONGEVITY	450.00	450.00	0.00	0.00	0.00	450.00	0.00
247-298.000-706.0001	FICA	2,410.00	2,410.00	87.20	87.20	0.00	2,322.80	3.62
247-298.000-706.0002	HOSPITALIZATION WORKER'S	11,090.00	11,090.00	213.07	213.07	0.00	10,876.93	1.92
247-298.000-706.0007	COMPENSATION RETIREMNT-	100.00	100.00	3.66	3.66	0.00	96.34	3.66
247-298.000-706.0012	DEF CONTR EMPLR RET HLTH	2,990.00	2,990.00	110.51	110.51	0.00	2,879.49	3.70
247-298.000-706.0013	SVGS CONTR EMPLR	690.00	690.00	35.00	35.00	0.00	655.00	5.07
PERSONNEL SERVICES		48,760.00	48,760.00	1,612.62	1,612.62	0.00	47,147.38	3.31
Total Dept 298.000 - PUBLIC RELATIONS		48,760.00	48,760.00	1,612.62	1,612.62	0.00	47,147.38	3.31
Dept 441.005 - DOWNTOWN MAINTENANCE								
PERSONNEL SERVICES								
247-441.005-702.0001	SALARIES & WAGES DIRECT	54,210.00	54,210.00	2,876.91	2,876.91	0.00	51,333.09	5.31
247-441.005-702.0002	OVERTIME PAY	24,200.00	24,200.00	1,710.71	1,710.71	0.00	22,489.29	7.07
247-441.005-702.0003	LONGEVITY FICA	360.00	360.00	0.00	0.00	0.00	360.00	0.00
247-441.005-706.0001	HOSPITALIZATION	6,200.00	6,200.00	341.84	341.84	0.00	5,858.16	5.51
247-441.005-706.0002		10,380.00	10,380.00	577.53	577.53	0.00	9,802.47	5.56

PERIOD ENDING 07/31/2019

GL NUMBER	DESCRIPTION	2019-20		ACTIVITY FOR MONTH 07/31/19	YTD BALANCE 07/31/2019	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BGD USED
		ORIGINAL BUDGET	2019-20 AMENDED BUDGET					
Fund 247 - PRINCIPAL SHOPPING DISTRICT								
Expenditures								
247-441.005-706.0003	LIFE INSURANCE	200.00	200.00	11.19	11.19	0.00	188.81	5.60
247-441.005-706.0004	RETIRE CONTRIB HEALTH	12,500.00	12,500.00	92.78	92.78	0.00	12,407.22	0.74
247-441.005-706.0005	DENTAL/OPTICAL	840.00	840.00	19.21	19.21	0.00	820.79	2.29
247-441.005-706.0006	LT/ST DISABILITY WORKER'S	610.00	610.00	31.96	31.96	0.00	578.04	5.24
247-441.005-706.0007	COMPENSATION RETIREMENT	1,500.00	1,500.00	87.42	87.42	0.00	1,412.58	5.83
247-441.005-706.0010	EMPLOYER CNTB HRA BENEFIT	9,570.00	9,570.00	156.04	156.04	0.00	9,413.96	1.63
247-441.005-706.0011	RETIREMNT-DEF CONTR EMPLR	100.00	100.00	0.00	0.00	0.00	100.00	0.00
247-441.005-706.0012	RET HLTH SVGS CONTR EMPLR	2,060.00	2,060.00	215.48	215.48	0.00	1,844.52	10.46
247-441.005-706.0013		1,010.00	1,010.00	86.13	86.13	0.00	923.87	8.53
PERSONNEL SERVICES		123,740.00	123,740.00	6,207.20	6,207.20	0.00	117,532.80	5.02
OTHER CHARGES								
247-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	43,000.00	43,000.00	3,859.31	3,859.31	0.00	39,140.69	8.98
OTHER CHARGES		43,000.00	43,000.00	3,859.31	3,859.31	0.00	39,140.69	8.98
Total Dept 441.005 - DOWNTOWN MAINTENANCE		166,740.00	166,740.00	10,066.51	10,066.51	0.00	156,673.49	6.04
Dept 748.000 - PRINCIPAL SHOPPING DISTRICT								
PERSONNEL SERVICES								
247-748.000-702.0001	SALARIES & WAGES DIRECT	215,130.00	215,130.00	8,158.00	8,158.00	0.00	206,972.00	3.79
247-748.000-706.0001	FICA	16,460.00	16,460.00	599.82	599.82	0.00	15,860.18	3.64
247-748.000-706.0002	HOSPITALIZATION	43,930.00	43,930.00	1,665.29	1,665.29	0.00	42,264.71	3.79
247-748.000-706.0003	LIFE INSURANCE	950.00	950.00	36.17	36.17	0.00	913.83	3.81
247-748.000-706.0004	RETIRE CONTRIB HEALTH	5,620.00	5,620.00	0.00	0.00	0.00	5,620.00	0.00
247-748.000-706.0005	DENTAL/OPTICAL	2,010.00	2,010.00	76.99	76.99	0.00	1,933.01	3.83
247-748.000-706.0006	LT/ST DISABILITY WORKER'S	880.00	880.00	33.80	33.80	0.00	846.20	3.84
247-748.000-706.0007	COMPENSATION RETIREMENT	680.00	680.00	40.32	40.32	0.00	639.68	5.93
247-748.000-706.0010	EMPLOYER CNTB RETIREMNT-	3,380.00	3,380.00	0.00	0.00	0.00	3,380.00	0.00
247-748.000-706.0012	DEF CONTR EMPLR RET HLTH	9,280.00	9,280.00	356.80	356.80	0.00	8,923.20	3.84
247-748.000-706.0013	SVGS CONTR EMPLR	1,820.00	1,820.00	70.00	70.00	0.00	1,750.00	3.85
PERSONNEL SERVICES		300,140.00	300,140.00	11,037.19	11,037.19	0.00	289,102.81	3.68
OTHER CHARGES								
247-748.000-801.0200	OTHER LEGAL	3,000.00	3,000.00	281.52	281.52	0.00	2,718.48	9.38
247-748.000-802.0100	AUDIT	740.00	740.00	0.00	0.00	0.00	740.00	0.00
247-748.000-828.0300	PARKING VALET SERVICES	150,000.00	150,000.00	0.00	0.00	0.00	150,000.00	0.00
247-748.000-829.0100	SNOW REMOVAL CONTRACT WEB	59,000.00	59,000.00	0.00	0.00	0.00	59,000.00	0.00
247-748.000-829.0200	SITE MAINTENANCE TELEPHONE	5,500.00	5,500.00	0.00	0.00	0.00	5,500.00	0.00
247-748.000-851.0000	MARKETING & ADVERTISING	1,750.00	1,750.00	101.24	101.24	0.00	1,648.76	5.79
247-748.000-901.0400	PUBLIC RELATIONS	250,000.00	250,000.00	6,002.50	6,002.50	0.00	243,997.50	2.40
247-748.000-901.0500	TENANT RECRUITMENT	10,000.00	10,000.00	2,000.00	2,000.00	0.00	8,000.00	20.00
247-748.000-903.0000	PRINTING PSD MAGAZINE	100,000.00	100,000.00	5,263.33	5,263.33	0.00	94,736.67	5.26
247-748.000-904.0000	SPECIAL EVENTS EQUIPMENT	60,000.00	60,000.00	0.00	0.00	0.00	60,000.00	0.00
247-748.000-909.0000	MAINTENANCE MAINTENANCE	200,000.00	200,000.00	39,723.91	39,723.91	0.00	160,276.09	19.86
247-748.000-933.0200	SHOPPING DIST COMPUTER	1,200.00	1,200.00	259.89	259.89	0.00	940.11	21.66
247-748.000-935.0200	EQUIPMENT RENTAL BUILDING	100,000.00	100,000.00	184.52	184.52	0.00	99,815.48	0.18
247-748.000-942.0000	OR FACILITY RENT TRAINING	19,560.00	19,560.00	0.00	0.00	0.00	19,560.00	0.00
247-748.000-944.0000	MEMBERSHIP & DUES	12,000.00	12,000.00	0.00	0.00	0.00	12,000.00	0.00
247-748.000-955.0100	CONFERENCES & WORKSHOPS	1,000.00	1,000.00	0.00	0.00	0.00	1,000.00	0.00
247-748.000-955.0300	LIAB INSURANCE PREMIUMS	1,600.00	1,600.00	0.00	0.00	0.00	1,600.00	0.00
247-748.000-955.0400		3,000.00	3,000.00	0.00	0.00	0.00	3,000.00	0.00
247-748.000-957.0400		4,500.00	4,500.00	0.00	0.00	0.00	4,500.00	0.00

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 07/31/2019

GL NUMBER	DESCRIPTION	2019-20		ACTIVITY FOR MONTH 07/31/19	YTD BALANCE 07/31/2019	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
		ORIGINAL BUDGET	2019-20 AMENDED BUDGET					
Fund 247 - PRINCIPAL SHOPPING DISTRICT								
Expenditures								
OTHER CHARGES		982,850.00	982,850.00	53,816.91	53,816.91	0.00	929,033.09	5.48
SUPPLIES								
247-748.000-727.0000	POSTAGE OPERATING	3,000.00	3,000.00	0.00	0.00	0.00	3,000.00	0.00
247-748.000-729.0000	SUPPLIES	3,500.00	3,500.00	176.78	176.78	0.00	3,323.22	5.05
SUPPLIES		6,500.00	6,500.00	176.78	176.78	0.00	6,323.22	2.72
Total Dept 748.000 - PRINCIPAL SHOPPING DISTRICT								
		1,289,490.00	1,289,490.00	65,030.88	65,030.88	0.00	1,224,459.12	5.04
TOTAL EXPENDITURES								
		1,504,990.00	1,504,990.00	76,710.01	76,710.01	0.00	1,428,279.99	5.10
Fund 247 - PRINCIPAL SHOPPING DISTRICT:								
TOTAL REVENUES		1,504,990.00	1,504,990.00	26,214.79	26,214.79	0.00	1,478,775.21	1.74
TOTAL EXPENDITURES		1,504,990.00	1,504,990.00	76,710.01	76,710.01	0.00	1,428,279.99	5.10
NET OF REVENUES & EXPENDITURES		0.00	0.00	(50,495.22)	(50,495.22)	0.00	50,495.22	100.00

PRINCIPAL SHOPPING DISTRICT
CASH FLOW
FOR THE MONTH OF JULY 2019

<u>DESCRIPTION</u>	<u>PROJECTED</u>	<u>ACTUAL</u>	<u>VARIANCE</u>
BEGINNING CASH BALANCE	\$ 701,503	\$ 701,503	\$ -
CASH RECEIPTS:			
Special Assessments	4,329	3,644	(685)
Interest Income	730	-	(730)
Gift Certificates In	-	50	50
Advisory Parking Committee	-	-	-
Special Event Revenue	<u>7,450</u>	<u>18,296</u>	<u>10,846</u>
Sub-total cash receipts	12,509	21,990	9,481
CASH DISBURSEMENTS:			
OFFICE DISBURSEMENTS			
PSD Personnel Costs	22,990	22,660	330
727.0000 Postage	-	-	-
729.0000 Supplies	390	105	285
801.0200 Legal	250	821	(571)
802.0100 Audit	-	-	-
811.0000 Other Contractual Service	-	100	(100)
933.0200 Equipment Maintenance	-	-	-
851.0000 Telephone	140	202	(62)
955.0100 Training	80	-	80
955.0300 Memberships & Dues	-	-	-
955.0400 Conferences & Workshops	-	-	-
942.0000 Computer Equipment Rental	1,630	1,630	-
957.0400 Liability Insurance	375	375	-
944.0000 Building Rent	<u>1,000</u>	<u>1,000</u>	<u>-</u>
Sub-total Office Disbursements	26,855	26,893	(38)
PROGRAM DISBURSEMENTS			
DPS Downtown Maintenance	6,020	17,341	(11,321)
Promotion Personnel Costs	3,810	3,260	550
Gift Certificates Out	-	-	-
828.03 Valet Services	-	-	-
829.0100 Snow Removal	-	-	-
935.0200 Maintenance PSD	1,400	7,489	(6,089)
901.0400 Marketing & Advertising	25,000	6,008	18,992
901.0500 Public Relations	-	-	-
903.0000 Tenant Recruitment	8,330	8,914	(584)
909.0000 Special Events	27,000	11,221	15,779
904.0000 PSD Magazine	-	-	-
829.0200 Web Site Maintenance	<u>350</u>	<u>300</u>	<u>50</u>
Sub-total Program Disbursements	<u>71,910</u>	<u>54,533</u>	<u>17,377</u>
Total Disbursements	98,765	81,426	17,339
INCREASE (DECREASE) IN CASH BALANCE	<u>(86,256)</u>	<u>(59,436)</u>	<u>26,820</u>
ENDING CASH BALANCE	<u>\$ 615,247</u>	<u>\$ 642,067</u>	<u>\$ 26,820</u>

PRINCIPAL SHOPPING DISTRICT
ACTUAL CASH FLOW
FOR THE ONE MONTH ENDED JULY 2019

<u>DESCRIPTION</u>	PROJECTED	ACTUAL	VARIANCE
BEGINNING CASH BALANCE	\$ 701,503	\$ 701,503	\$ -
CASH RECEIPTS:			
Special Assessments	4,329	3,644	(685)
Interest Income	730	-	(730)
Gift Certificates In	-	50	
Advisory Parking Committee	-	-	
Special Event Revenue	<u>7,450</u>	<u>18,296</u>	<u>10,846</u>
Sub-total cash receipts	12,509	21,990	9,431
CASH DISBURSEMENTS:			
OFFICE DISBURSEMENTS			
PSD Personnel Costs	22,990	22,660	330
727.0000 Postage	-	-	-
729.0000 Supplies	390	105	285
801.0200 Legal	250	821	(571)
802.0100 Audit	-	-	-
811.0000 Other Contractual Service	-	100	(100)
933.0200 Equipment Maintenance	-	-	-
851.0000 Telephone	140	202	(62)
955.0100 Training	80	-	80
955.0300 Memberships & Dues	-	-	-
955.0400 Conferences & Workshops	-	-	-
942.0000 Computer Equipment Rental	1,630	1,630	-
957.0400 Liability Insurance	375	375	-
944.0000 Building Rent	<u>1,000</u>	<u>1,000</u>	<u>-</u>
Sub-total Office Disbursements	26,855	26,893	(38)
PROGRAM DISBURSEMENTS			
DPS Downtown Maintenance	6,020	17,341	(11,321)
Promotion Personnel Costs	3,810	3,260	550
Gift Certificates Out	-	-	
828.03 Valet Services	-	-	-
829.0100 Snow Removal	-	-	-
935.0200 Maintenance PSD	1,400	7,489	(6,089)
901.0400 Marketing & Advertising	25,000	6,008	18,992
901.0500 Public Relations	-	-	-
903.0000 Tenant Recruitment	8,330	8,914	(584)
909.0000 Special Events	27,000	11,221	15,779
904.0000 PSD Magazine	-	-	-
829.0200 Web Site Maintenance	<u>350</u>	<u>300</u>	<u>50</u>
Sub-total Program Disbursements	<u>71,910</u>	<u>54,533</u>	<u>17,377</u>
Total Disbursements	98,765	81,426	17,339
INCREASE (DECREASE) IN CASH BALANCE	<u>(86,256)</u>	<u>(59,436)</u>	<u>26,770</u>
ENDING CASH BALANCE	<u>\$ 615,247</u>	<u>\$ 642,067</u>	<u>\$ 26,770</u>

CITY OF BIRMINGHAM
PRINCIPAL SHOPPING DISTRICT
CASH FLOW ANALYSIS
JULY 2019 TO JUNE 2020

DESCRIPTION	ACTUAL	PROJECTED											Total 2019-2020
	JULY 2019	AUGUST 2019	SEPTEMBER 2019	OCTOBER 2019	NOVEMBER 2019	DECEMBER 2019	JANUARY 2020	FEBRUARY 2020	MARCH 2020	APRIL 2020	MAY 2020	JUNE 2020	
BEGINNING CASH BALANCE	701,503	642,067	564,630	493,947	389,479	335,020	221,240	579,088	1,149,554	1,056,274	951,249	818,228	701,503
CASH RECEIPTS:													
2018 Assessment	3,644	19,238	7,214	-	-	2,000	2,000	2,000	-	-	11,314	-	47,410
2019 Assessment	-	-	-	-	-	52,749	474,737	516,935	10,549	-	-	-	1,054,970
Special Assessments	3,644	19,238	7,214	-	-	54,749	476,737	518,935	10,549	-	11,314	-	1,102,380
Interest Income	-	640	560	490	380	320	200	580	1,170	1,070	960	820	7,190
Gift Certificates In	50	-	-	-	500	500	-	-	-	-	-	1,500	2,550
Advisory Parking Committee	-	-	-	-	25,000	-	-	125,000	-	-	-	-	150,000
Special Event Revenue	18,296	60,950	42,400	17,270	23,260	5,610	3,380	2,130	10,280	12,000	4,120	1,150	200,846
Sub-total cash receipts	21,990	80,828	50,174	17,760	49,140	61,179	480,317	646,645	21,999	13,070	16,394	3,470	1,462,966
CASH DISBURSEMENTS:													
OFFICE DISBURSEMENTS													
PSD Personnel Costs	22,660	37,100	22,990	22,990	22,990	22,990	33,140	22,990	22,990	22,990	22,990	22,990	299,810
727.00 Postage	-	-	400	400	400	400	-	-	-	400	400	600	3,000
729.00 Supplies	105	280	310	280	280	280	280	280	280	280	280	280	3,215
801.02 Legal	821	250	250	250	250	250	250	250	250	250	250	250	3,571
802.01 Audit	-	-	330	320	-	90	-	-	-	-	-	-	740
811.00 Other Contractual Service	100	-	-	-	-	-	-	-	-	-	-	-	100
933.02 Equipment Maintenance	-	-	300	-	-	300	-	-	300	-	-	300	1,200
851.00 Telephone	202	150	140	150	140	150	140	150	140	150	150	150	1,812
955.01 Training	-	80	90	80	80	90	80	80	90	80	80	90	920
955.03 Memberships & Dues	-	80	320	-	400	-	130	30	-	270	370	-	1,600
955.04 Conferences & Workshops	-	1,250	-	-	-	300	700	250	-	-	400	100	3,000
942.00 Computer Equipment Rental	1,630	1,630	1,630	1,630	1,630	1,630	1,630	1,630	1,630	1,630	1,630	1,630	19,560
957.04 Liability Insurance	375	375	375	375	375	375	375	375	375	375	375	375	4,500
944.00 Building Rent	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
Sub-total Office Disbursements	26,893	42,195	28,135	27,475	27,545	27,855	37,725	27,035	27,055	27,425	27,925	27,765	355,028
PROGRAM DISBURSEMENTS													
DPS Downtown Maintenance	17,341	22,330	23,600	6,050	22,330	22,330	17,530	6,070	6,050	6,050	6,050	22,330	178,061
Promotion Personnel Costs	3,260	5,310	3,810	3,810	3,810	3,810	5,350	3,810	3,810	3,810	3,810	3,810	48,210
Gift Certificates Out	-	100	100	100	100	100	100	100	100	100	100	100	1,100
828.03 Valet Services	-	-	-	-	-	7,500	7,500	-	33,750	33,750	33,750	33,750	150,000
829.01 Snow Removal	-	-	-	-	9,834	9,834	9,834	9,834	9,834	9,830	-	-	59,000
935.02 Maintenance PSD	7,489	35,000	1,900	7,500	-	2,100	15,000	-	9,700	7,800	9,800	9,800	106,089
901.04 Marketing & Advertising	6,008	30,000	35,000	14,000	15,000	30,000	10,000	20,000	15,000	20,000	20,000	16,000	231,008
901.05 Public Relations	-	1,000	1,000	1,000	1,000	1,000	1,000	1,000	-	1,000	1,000	1,000	10,000
903.00 Tenant Recruitment	8,914	8,330	8,330	8,330	8,330	8,330	8,330	8,330	8,330	8,330	8,330	8,370	100,584
909.00 Special Events	11,221	14,000	4,000	24,000	14,000	62,000	10,000	-	-	-	37,000	8,000	184,221
904.00 PSD Magazine	-	-	14,982	29,963	-	-	-	-	-	-	-	-	44,945
829.02 Web Site Maintenance	300	-	-	-	1,650	100	100	-	1,650	-	1,650	-	5,450
Sub-total Program Disbursements	54,533	116,070	92,722	94,753	76,054	147,104	84,744	49,144	88,224	90,670	121,490	103,160	1,118,668
Total Disbursements	81,426	158,265	120,857	122,228	103,599	174,959	122,469	76,179	115,279	118,095	149,415	130,925	1,473,696
INCREASE (DECREASE) IN CASH BALANCE	(59,436)	(77,437)	(70,683)	(104,468)	(54,459)	(113,780)	357,848	570,466	(93,280)	(105,025)	(133,021)	(127,455)	(10,730)
ENDING CASH BALANCE	642,067	564,630	493,947	389,479	335,020	221,240	579,088	1,149,554	1,056,274	951,249	818,228	690,773	690,773



The Shopping District

Special Events Committee

August 2, 2019

Members: Astrein (Chair), Fehan, Kay, Pohlod and Solomon

Staff: Tighe, Brook, Oviedo

1. Welcome and Introductions

PRESENT: Astrein, Kay, Pohlod, Hussey, Knight

ABSENT: Fehan, Solomon

ADMINISTRATION: Brook, Oviedo, Tighe

2. Movie Nights

- a. The third and final Movie Night was held on August 23 and was another hit! Not only was the movie well attended, we had 11 sponsors on-site. This helped bring our sponsorship total to \$17,250 for the season which was up from \$9,100 last year.

3. Birmingham Cruise Event

- b. Great weather, close to 300 classic cars and live entertainment helped make the 25th Annual Birmingham Cruise Event a success.
- c. We worked with the Woodward Dream Cruise committee to accommodate 4 sponsors who had been displaced from another location. This added new displays and an additional \$9,000 in sponsorship revenue.

4. Farmers Market

- d. Corn Festival was held on August 11th. Fifty-three vendors participated and over 3,100 people attended.
- e. Harvest Fest will be held on September 15th. This will also be the start of the four week P.O.P. (Power of Produce) Club for kids.

5. Holiday Events

- f. Plans are underway to once again hold a Santa Walk on Small Business Saturday to welcome Santa to town.
- g. Applications for Winter Markt vendors will be available in early September.

Upcoming Events

May 5 – October 27 – Birmingham Farmers Market 17th Season

September 15 – Harvest Fest at the Farmers Market

November 23 – Santa Walk/Small Business Saturday

December 6 – 8 – Birmingham Winter Markt

NEXT MEETING: Friday, September 13, 2019 at 8:30 a.m.

2019-20 Budget: \$200,000

Remaining balance after September vouchers: \$153,362



The Shopping District

Marketing & Advertising Committee Meeting

August 15, 2019

Members: Pohlod (Chair), Benkert, Champagne, Eid, Kay, Knight and Lundberg

Staff: Tighe, Gamboa

1. Welcome and Introductions

PRESENT: Benkert, Champagne, Eid, Kay, Knight, Lundberg, Pohlod

ABSENT: Lundberg

ADMINISTRATION: Gamboa, Tighe

2. Social Media

Tighe discussed the BSD's social media consultant and went over a progress report showing what's going well and areas that need improvement. The BSD will monitor the status of areas being worked on.

3. Maple Road Reconstruction

The committee discussed the 2020 Maple Road Reconstruction project. They reviewed an advertising grid showing where marketing dollars were allocated during the 2018 North Old Woodward Reconstruction project. The BSD will place a larger amount of digital ads during the 2020 project. The committee learned the City and BSD will again offer valet parking incentives, and the BSD will offer the popular Birmingham Bonus Bucks throughout construction.

4. Birmingham Magazine

BSD staff members recently reviewed the new Birmingham Magazine timeline with Renaissance Media. The magazine will have a gatefold cover featuring a Live, Work, Dine and Play theme. The fashion shoot will take place on Wednesday, August 29 at Perno. The magazine will include the following topics: home décor, gift ideas for special occasions, health, date night, family night, and a people section covering favorite stops to shop and things to do in town.

5. Fall Fashion and Back-to-School Ads

The BSD placed print and digital ads promoting fall fashion and back-to-school shopping in Birmingham. In addition, the BSD set up a segment on Channel 7's TV20 where Tighe talked about shopping opportunities in Birmingham while three students modeled back-to-school outfits and backpacks from Birmingham stores.



NEXT MEETING: Thursday, September 19, 2019 at 8:30 a.m.

2019-20 Budget: \$250,000

Remaining balance after September vouchers: \$213,512

Magazine 2019-20 Budget: \$50,000

Remaining balance after September vouchers: \$30,036



The Shopping District

Maintenance/Capital Improvement Committee

August 13, 2019

Members: Quintal (Chair), Fehan, Pohlod, Roberts, Ceresnie

Staff: Tighe, Wood, Laird, McGaughey, Jurek

1. Welcome and Introductions

PRESENT: Quintal, Fehan, Pohlod, Roberts, Ceresnie

ABSENT:

ADMINISTRATION: Tighe

2. The committee discussed holiday decorating and are aware that the North Old Woodward lights are ordered.
3. The committee would like to explore holiday planter decorations such as birch branches, greenery, etc. for the upcoming holiday season.
4. Tighe briefed the committee that we are in the second year of our contracts for both the hanging flowers and planters. The BSD has the option to extend the contracts for a third year.
5. The committee discussed the upcoming Maple Rd. construction and the programs and initiatives that the committee would be responsible for overseeing. They determined that we will need to release a request for proposal for construction valet and implement construction signage, merchant signs, and construction lighting.

NEXT MEETING: Tuesday, September 10, 2019 at 8:00 a.m. in City Hall

2019-20 Budget: \$100,000

Remaining balance after August vouchers: \$65,268

Snow removal 2019-20 Budget: \$59,000

Remaining balance after September vouchers: \$59,000



The Shopping District

Business Development Committee Meeting

Members: Surnow (Chair), Hockman, Quintal, McKenzie

Staff: Tighe

- 1. No meeting was held in August**
- 2. Retention and growth**
 - a. Tighe is working with Lyft on a rebate program. She is waiting to get contract back from Lyft's legal counsel.
- 3. Tenant recruitment process**
 - b. CC Consulting continues to follow up with retailers from ICSC meetings and also is

NEXT MEETING: Thursday, September 26, 2019 at 8:30 AM

2019-20 Budget: \$100,000

Remaining after September vouchers: \$85,158