

City of Birmingham
Birmingham Shopping District Meeting Minutes
Thursday, December 4, 2025 - 8:30 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held on Thursday, December 4, 2025, at 8:30 a.m. at The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT: Lundberg, Taddei

ADMINISTRATION: Bassett, Brook

GUEST(S): Astrein

2. RECOGNITION OF VISITORS

3. FINANCE REPORT – BASSETT

Bassett reported that the budget continues to look good. Chavez will be in attendance next month to go over the year-end report.

The fund balance is currently over \$1.8 million. Expenses are higher at this time of year due to holiday events. Bassett met with Ecker to review expenses for downtown maintenance. The City is self-insured. Therefore, there will be fluctuations in expenses as the BSD pays a percentage of City insurance costs.

4. APPROVAL OF CONSENT AGENDA

Consent agenda consisted of the:

- a. Approval of the BSD Board minutes from November 6, 2025
- b. Approval of vouchers – November 2025
- c. Absence Waivers – Pohlod, McKenzie, Hussey

MOTION: Motion by Kay, seconded by Ecker, to approve the BSD Board minutes from November 6, 2025, vouchers from November 2025, and absence waiver for Pohlod, McKenzie, and Hussey.

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

Nays: none

Absent: Lundberg, Taddei

Motion passed.

5. NEW BUSINESS

a. Recognition of BSD Board Appointments

Pohlod shared that Hussey and Roberts were both reappointed to the BSD board of directors at the Birmingham City Commission meeting on November 17. Their new terms will expire in 2029.

b. BSD Board Officer Elections

Pohlod explained that board officers – chair, vice-chair, and secretary, will be elected at the January meeting. Nominations for board officers should be made today.

Kay nominated Lipari to continue as secretary. Hussey seconded the nomination. Lipari accepted the nomination.

McKenzie mentioned that, although he plans to stay on the board, he does not feel that he can continue as vice-chair due to work travel.

Ecker nominated Kay for vice-chair. Hussey seconded the nomination. Kay accepted the nomination.

Hussey nominated Pohlod to continue as chair. Kay seconded the nomination. Pohlod accepted.

c. Saturday Social Agreement

The Marketing and Advertising Committee had a joint meeting with the Business Development Committee. They decided to put money together to pay for a special project for an outside vendor to manage the BSD's social media accounts.

The committees reviewed proposals from several companies and selected Saturday Social as the company they would like to hire. The contract will be for \$22,800 for January through June of 2026. The committees are looking at their budgets to see about the possibility of being able to extend the contract if things go well.

Pohlod pointed out that social media is where most advertising is being done right now.

MOTION: Motion by Surnow, seconded by Hussey, to approve a \$22,800 contract with Saturday Social to manage the BSD's social media accounts from January through June 2026.

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

Nays: none

Absent: Lundberg, Taddei

Motion passed.

d. Committee Application

Pohlod shared that the Marketing and Advertising Committee and the Business Development Committee have been working closely together and would like to have an individual who is a member of both committees to help with communication between the two groups.

Wolf, who is already a member of the Marketing and Advertising Committee submitted an application to join the Business Development Committee.

MOTION: Motion by Surnow, seconded by McKenzie, to appoint Wolf to the Business Development Committee.

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

Motion passed.

6. PRESENTATIONS

a. Holiday Gift Guide

Bassett reported that the Holiday Gift Guide was a part of a \$15,000 partnership with Birmingham City Lifestyle magazine for yearlong advertising. Twenty-two businesses are highlighted in the guide and there is an article about self-care which recognizes some service businesses as well.

The BSD also has a partnership with HOUR Detroit. They produced a mini-gift guide that names 50 Birmingham businesses.

7. OLD BUSINESS

8. REPORTS

a. COMMITTEE REPORTS

SPECIAL EVENTS - KAY

Astrein shared that the committee discussed the BirminghamBURGER event and is looking into different voting options for next year. Hussey added that it would be difficult for anyone to try more than twenty burgers in a month. One option is to have the public vote for the top five and then have celebrity judges make the final selection.

Holiday activities began last week. It was cold for Santa Walk, but approximately 200 children still attended. Winter Markt begins tomorrow. Set-up is going well.

MARKETING & ADVERTISING - POHLOD

The committee discussed the third party social media proposals and the gift guide. Bassett added that holiday marketing will include a segment on Live in the D next week.

MAINTENANCE/CAPITAL IMPROVEMENTS - LIPARI

Lipari reported that plans are moving forward for the Willits alley. The first improvement will probably be the installation of two murals.

The committee also got a quote from Nick's Maintenance for watering the hanging baskets. Now that construction is complete on the Birmingham Pointe, the committee would like to invest more into the triangle district.

Holiday lights and the holiday light pole banners are all installed.

BUSINESS DEVELOPMENT - SURNOW

The committee is working to reassess its goals and objectives. The committee decided to invest \$5,000 to purchase gift cards from local businesses and then hand out the gift cards to random visitors during the Winter Markt event. This is being done to encourage attendees to visit local businesses.

Surnow shared that the committee will continue brainstorming new ideas.

EXECUTIVE COMMITTEE REPORT – POHLOD

No report.

b. WAYFINDING

No report.

c. ADVISORY PARKING COMMITTEE

No report.

d. EXECUTIVE DIRECTOR REPORT

Bassett thanked the board of directors for their work year round. She also thanked Astrein and Fehan for their help at Santa Walk. Bassett also recognized the BSD staff team for their efforts.

Bassett reminded board members that the Tree Lighting ceremony would be held tomorrow, Friday, December 5 at 6 p.m. and invited them to attend and to help distribute glow-wands before the ceremony starts.

Work continues on the 2026 assessment, the FYE 2027 budget and the year in review report.

The City has an RFP for help with a public/private partnership. Ecker explained that this is for a company to help pull together private interest that could redevelop public property. She mentioned that commissioners are not unified on this. So, she is not sure how, or if, it will move forward.

Fehan commended Brook for continuing to secure event sponsorships.

9. UNFINISHED BUSINESS

None.

10. INFORMATION

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

11. PUBLIC COMMENTS

12. ADJOURNMENT – 9:48 A.M.

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



Amy Pohlod, BSD Board Chair

11/21/2026

Date

APPROVED