

City of Birmingham
Birmingham Shopping District Meeting Minutes
Thursday, October 9, 2025 - 8:00 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held on Thursday, October 9, 2025, at 8:05 a.m. at The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Ecker, Hussey, Kay, Lundberg, Pohlod, Roberts, Sharrak, Surnow, Taddei, Wolf

ABSENT: McKenzie, Director Emeritus Fehan, Secretary Lipari

ADMINISTRATION: Bassett

GUEST(S): Hockman, representatives from Coldwell Banker and Legacy Jewelry

2. RECOGNITION OF VISITORS

3. FINANCE REPORT – BASSETT

Bassett reviewed income and expense report and reported that the budget continues to track well. The BSD continues to watch expenses closely, especially those associated with downtown maintenance. BSD employee costs are a little lower than budgeted, but that will increase a bit during the holidays.

Bassett reported that the fund balance typically starts higher in the year and goes down as the year continues until the BSD starts collecting assessments after the first of the year.

The BSD has been able to save some costs on special events by asking other departments to audit their expenses and what they have traditionally charged to the BSD. Costs for the Cruise Event decreased by approximately \$10,000.

4. APPROVAL OF CONSENT AGENDA

Consent agenda consisted of the:

- a. Approval of the BSD Board minutes from September 4, 2025;
- b. Approval of vouchers – September 2025
- c. Absence Waivers – McKenzie

MOTION: Motion by Kay, seconded by Ecker, to approve the BSD Board minutes from September 4, 2025, vouchers from September 2025, and absence waiver for McKenzie.

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

Motion passed.

5. NEW BUSINESS

a. Sunbelt Contract

Bassett explained that Sunbelt has been the BSD's supplier of power for Winter Markt for several years. They are in the government cooperative purchasing agreement. The BSD included a small buffer above the quoted amount to allow for any last minute additional power needs, especially since the layout will be a little different this year.

MOTION: Motion by Kay, seconded by Hussey, to approve the contract with Sunbelt for electricity for the Winter Markt event, total payment not to exceed \$27,331.

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

Motion passed.

6. PRESENTATIONS

a. Business Anniversary Recognition

Bassett welcomed guests from businesses celebrating milestone anniversaries and gave a brief explanation of the Birmingham Shopping District.

Pohlod recognized Legacy Jewelry for being in business in Birmingham for 25 years and Coldwell Banker for being in business for 75 years in downtown Birmingham. She thanked their representatives for their dedication to the Birmingham community.

She also recognized the Birmingham Tailor and the Willits Building for 25 years and Max Broock Realtor for 75 years of business in Birmingham.

7. OLD BUSINESS

8. REPORTS

a. COMMITTEE REPORTS

SPECIAL EVENTS - KAY

Kay reported that Art Walk went well. Hussey added that people enjoyed having live music at Hazel's.

The committee reviewed the calendar of events for 2026. They also discussed holiday events and would like to give gift cards directly to the teachers from the Birmingham Public Schools who bring choirs to perform at the event.

The BirminghamBURGER event started at the beginning of the month. It is going well.

MARKETING & ADVERTISING - LUNDBERG

Lundberg shared that the committee looked at the influencer project and talked about the holiday spread for City Lifestyle magazine.

The Marketing Committee also had a joint meeting with the Business Development Committee to discuss how to best promote the City and businesses and to recruit new businesses to open locations within Birmingham.

During the October committee meeting the group discussed social media and the possibility of working with an outside company to manage the BSD's accounts. Pohlod added that in the past, we had mixed results with outsourcing social media, but as times change, it is something that we should consider again. We could have training for our internal team or outsource it. If we increase followers this year, how will we keep them engaged in the future?

A small group will look into the budget to see how we might be able to reallocate funds to be able to pay an outside company to manage our social media. Surnow suggested that there might be funds available in the Business Development budget to help with social media management.

MAINTENANCE/CAPITAL IMPROVEMENTS - POHLOD

Pohlod reported that the committee discussed what is involved with bringing back the lights over Merrill Street. Bassett shared that the BSD might purchase the lights and then have the contractor work with the building owners directly for the installation. She has heard from property owners that they would like to have the lighting return.

Work continues on planning for the Willits alley project.

Pohlod shared that Nick's Maintenance still has the chandeliers that used to hang on North Old Woodward during the holidays. They may be able to use them in the alley, if they restring them. BSD asked Nick's Maintenance to continue to store them until the committee decides if they can be repurposed.

BUSINESS DEVELOPMENT - SURNOW

Surnow shared that the joint committee meeting was very helpful and that he thinks that there should be more collaboration between the two groups and that some committee members, maybe the board members, should be on both committees.

Pohlod agreed that more joint committee meetings would be a good idea.

EXECUTIVE COMMITTEE REPORT – POHLOD

The committee reviewed the downtown guide. It will be presented to the board soon.

b. WAYFINDING

No meeting held.

c. ADVISORY PARKING COMMITTEE

Taddei shared that they are continuing to look into upgrades to the Peabody Garage. It looks like they will not lose as many parking places as they originally thought they would.

He also reviewed a report showing parking meter usage.

d. EXECUTIVE DIRECTOR REPORT

Bassett reported that Movie Nights were very popular this year and sponsorships exceeded our goal. Farmers Market has had very high attendance this year. The Art Walk was successful. We are continuing to get feedback from participating locations. The addition of live music was well received.

The BirminghamBURGER is off to a good start. Tourism Advisory Group met in September.

The police department is looking into adding more signage to mid-block crosswalks to help make it safer for pedestrians.

Office renovations are currently taking place. Wallpaper is being removed. The walls will be painted and new carpet installed.

Board members shared that they are enjoying attending the Farmers Market. They like the variety of vendors, the kids' crafts, and the food selection. Several mentioned that they are attending on a weekly basis. It has become a social gathering place for Sundays.

APPROVED

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 – 9:40 A.M.

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



Amy Pohlod, BSD Board Chair

11/21/2025

Date