



Birmingham Shopping District Agenda
Thursday, March 12, 2026, 8:30 a.m.

The Community House
380 S Bates Street, Birmingham, MI 48009

For your convenience, you may join via the following Zoom link:
<https://bhamgov-org.zoom.us/j/82955112653>
as long as technology is available at the meeting location.

Call to order and Roll Call of Board

1. Recognition of Visitors
2. Receive and File Finance Reports (pg. 3-7)
3. Consent Agenda
 - a. Approval of BSD Board Minutes – February 5, 2026 (pg. 8-11)
 - b. Approval of Vouchers – February 2026 (pg. 12-13)
4. New Business
 - a. iHeart Media Advertising Services Agreement (pg. 15-18)
 - b. Beasley Media Group Advertising Services Agreement (pg. 19-22)
 - c. Sponsorship Requests (pg. 23-26)
5. Presentations
 - a. 2025 Year End Marketing Report (pg. 27-28)
6. Old Business
7. Reports
 - a. Committee Reports: (pg. 29-47)
 - 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. 48-49)
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.