

City of Birmingham
Birmingham Shopping District Meeting Minutes
Thursday, March 12, 2026 - 8:30 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held on Thursday, March 12, 2026, at 8:35 a.m. at The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Ecker, Hussey, Kay, Lundberg, Pohlod, Roberts, Surnow, Taddei, Director Emeritus Fehan, Secretary Lipari

ABSENT: McKenzie, Sharrak, Wolf

ADMINISTRATION: Bassett, Brook, Hunter, Leavy

GUEST(S): None

2. RECOGNITION OF VISITORS

3. FINANCE REPORT – BASSETT

Bassett reported that it is approximately 58% of the way through the budget year. Over \$100,000 of the special assessment has been collected as of the end of January. Payments are continuing and are due at the end of March. Sponsorships and fees may look like they are low compared to the budgeted amount expected at this time, but that is a timing issue as events are just starting for the year.

4. APPROVAL OF CONSENT AGENDA

Consent agenda consisted of the:

- a. Approval of the BSD Board minutes from February 5, 2026
- b. Approval of vouchers – February 2026

MOTION: Motion by Ecker, seconded by Kay, to approve the BSD Board minutes from February 5, 2026, vouchers from February 2026.

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

Nays: none

Absent: McKenzie, Sharrak, Wolf

Motion passed.

5. NEW BUSINESS

a. iHeartMedia Advertising Services Agreement

Bassett shared that the BSD has been working with iHeartMedia for several years and things have gone well. The Marketing and Advertising Committee would like to continue working with them with a slight reduction in funds. The proposal in the packet is for \$27,720.

MOTION: Motion by Hussey, seconded by Lundberg, to approve the marketing package with iHeartMedia for FYE2027 totaling \$27,720.00.

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

Motion passed.

b. Beasley Media Group Advertising Services Agreement

The Marketing and Advertising Committee would also like to continue to work with Beasley Media Group for FYE 2027. They are recommending the same package as last year for a total of \$30,500.00.

MOTION: Motion by Kay, seconded by Lundberg, to approve the marketing package with Beasley Media Group for FYE 2027 totaling \$30,500.00

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

Motion passed.

APPROVED

MOTION: Motion by Ecker, seconded by Kay, to add discussion of purchasing a new holiday tree to the current agenda.

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

Motion passed.

Pohlod shared that the Maintenance and Capital Improvements Committee and the Birmingham Department of Public Services recently discussed moving forward with the shared purchase of a new holiday tree.

Lipari explained that the committee looked at several companies and worked with DPS to determine the best size for the new tree as well as the best vendor from which to purchase.

The committee recommends a 58' tree from Winter Green. The approximately \$145,000 expense will be split with DPS.

MOTION: Motion by Surnow, seconded by Taddei, to approve the purchase of a 58' artificial tree from Winter Green with the cost of \$145,333.22 split with the Birmingham Department of Public Services.

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

Motion passed.

c. Sponsorship Requests

Bassett reviewed a submission from the Birmingham Junior League for assistance with their March 7, 2026 event requesting an item for their silent auction. Due to the timing of their event, the Executive Committee approved the donation of a basket valued at approximately \$250.

Bassett also reviewed a request from Rainbow Connection for their Dream Makers Ball which will be held on May 2, 2026. She suggested donating a basket that is centered on an experience like a Movie Night event that could include a gift card for dinner and front row seats at one of our Movie Nights.

MOTION: Motion by Lundberg, seconded by Hussey, to approve the donation of a silent auction item valued at approximately \$250 to Rainbow Connection for their Dream Maker Ball.

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

Motion passed.

6. PRESENTATIONS

a. 2025 Year End Marketing Report

Hunter shared an overview of the 2025 Year End Marketing Report. She pointed out that the majority of the budget went to social media and digital advertising. She highlighted the fact that there were over 14 million impressions made.

Pohlod noted that website traffic has changed. She shared that Restaurant Week used to be the most visited page on the BSD website and that event is no longer happening. She also noted that more information is available with a simple search of the web. So, it is not as necessary for people to actually click through to a specific website to get the information they need.

7. OLD BUSINESS

8. REPORTS

a. COMMITTEE REPORTS

SPECIAL EVENTS - KAY

No Meeting

MARKETING & ADVERTISING - LUNDBERG

Lundberg reported that the committee reviewed the 2025 marketing report. They also met with SEEN Magazine to discuss the use of influencers, what worked and did not work last year, and a strategy for the coming year.

Pohlod added that the new social media content creator has given the BSD social posts a different feel. She is pleased with the direction they are going.

MAINTENANCE/CAPITAL IMPROVEMENTS - LIPARI

Lipari shared that, in February, the committee discussed options for the holiday tree. At the March meeting, the committee concluded the tree discussion and decided on the recommendation that was presented to the board earlier in today's meeting.

The committee continues to work on the Willits Alley project. They are looking at lighting and working with the Public Arts Board.

Light pole banners will be switched to Farmers Market banners. Pohlod shared that DTE gave approval for large banners to go back on the light poles on N. Old Woodward. The Marketing & Advertising Committee is working on a design for new banners.

BUSINESS DEVELOPMENT - SURNOW

Surnow reported that the committee is working with Dupuis on the presentation for the upcoming property owner and broker round table. The event is scheduled for Wednesday, March 25. Surnow said that the committee would like feedback from brokers to help them form priorities for the coming year.

EXECUTIVE COMMITTEE REPORT – POHLOD

No report given.

b. WAYFINDING - FEHAN

No meeting. Fehan hopes to see progress by late spring.

c. ADVISORY PARKING COMMITTEE

Taddei shared that discussions continue regarding possible rate increases. Bassett reported that she read a statement on behalf of the BSD at the last meeting. Board members expressed concern about rate increases. They would like to prepare a statement to be presented to City Commission. Bassett encouraged board members and business owners to attend the Commission meeting when they discuss parking rates.

d. EXECUTIVE DIRECTOR REPORT

Bassett reviewed the calendar of upcoming events and encouraged board members to attend the broker roundtable. She also reported that BSD staff recently attended active shooter training and CPR certification training.

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 – 9:53 A.M.

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



Amy Pohlod, BSD Board Chair



Date

APPROVED