

City of Birmingham
Birmingham Shopping District Meeting Minutes
Thursday, February 5, 2026 - 8:30 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held on Thursday, February 5, 2026, at 8:30 a.m. at The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT: None

ADMINISTRATION: Bassett, Brook

GUEST(S): Stefan Loginsky, Julia Leavy

2. RECOGNITION OF VISITORS

Pohlod welcomed Loginsky.

3. FINANCE REPORT – BASSETT

Bassett reported that the current fund balance with cash and investments is approximately \$1.4 million. The delinquent 2025 special assessments will be rolled into Oakland County's tax roll. At approximately half way through the fiscal year, the budget is trending well. Bassett will continue to keep an eye on equipment rental and other areas that are a little over projected amounts.

It is typical for the fund balance to be lower at this time of year as bills for the 2026 special assessment were mailed in January and payments have just begun being received.

4. APPROVAL OF CONSENT AGENDA

Consent agenda consisted of the:

- a. Approval of the BSD Board minutes from January 8, 2026
- b. Approval of vouchers – January 2026
- c. Absence Waivers – McKenzie, Surnow

MOTION: Motion by Kay, seconded by Hussey, to approve the BSD Board minutes from January 8, 2026, vouchers from January 2026, and absence waiver for Lundberg and Taddei.

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

Nays: none

Absent: none

Motion passed.

5. NEW BUSINESS

6. PRESENTATIONS

a. Downtown Usage Survey

Bassett reported that there were over 1,400 responses to the Downtown Usage Survey over a six month collection period. More than half of the responses were from Birmingham residents. Bassett highlighted some trends in the responses and said that she has shared survey results with the Business Development committee, the City's parking manager, the manager's office, and commissioners. The plan is to also share this information with property owners and realtors at an upcoming roundtable.

Bassett mentioned that some of the responses showed different areas that might need more marketing as respondents were not aware of some current city assets.

7. OLD BUSINESS

8. REPORTS

a. COMMITTEE REPORTS

SPECIAL EVENTS - KAY

Kay shared that the last committee meeting focused primarily on the BRRmirmingham Blast event, but due to the extreme cold, that event was cancelled. He said that expenses for the cancelled event were approximately \$8,000. Overall events costs, if the event was held, would have been around \$40,000. Surnow added that he thought that cancelling was the responsible thing to do.

MARKETING & ADVERTISING - LUNDBERG

Lundberg reported that the Saturday Social did a presentation for the committee. She said that the presentation was motivational. It was detailed and showed that they had done research to understand Birmingham.

MAINTENANCE/CAPITAL IMPROVEMENTS - LIPARI

No meeting held. The committee is waiting for information from DPS regarding purchasing a new holiday tree.

Bassett met with the Public Arts Board regarding art in Willits Alley. The Public Arts Board is open to collaborating.

BUSINESS DEVELOPMENT - SURNOW

Surnow shared that the committee reviewed the Downtown Usage Survey results. He feels that several of the issues shared are actually signs of a healthy downtown.

The committee is working on content for a broker roundtable. They hope to schedule it to be held in the next 60 days.

EXECUTIVE COMMITTEE REPORT – POHLOD

Pohlod reported that the committee reviewed the budget and discussed proposed changes to parking rates in the downtown area.

Bassett added that the Tourism Advisory Group will meet in April and September.

b. WAYFINDING - FEHAN

Fehan shared that the MDOT gave initial clearance for sign installation. They are awaiting final approval and hope to be able to begin installation this spring.

c. ADVISORY PARKING COMMITTEE

No meeting held. Ecker said that they have been holding internal meetings regarding raising parking rates. A recommendation will go to City Commission soon.

Fehan suggested the board put together a recommendation to submit to the APC and City Commission.

d. EXECUTIVE DIRECTOR REPORT

Bassett reported that the budget has been finalized and will be presented to City Commission on April 25th. Bills for the annual assessment were mailed in January.

Staff submitted special event permit applications for spring and summer events. Spring Stroll will be held on April 11th.

Saturday Social filmed in the downtown area yesterday. They will use the footage for social media posts.

Bassett introduced Julia Leavy, the new special events and business development assistant.

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

Loginsky shared he typically has great experience with downtown retailers, but in November he had a very different experience. He said that when he and his wife visited a new retailer and asked about one of the items for sale they were asked to leave the store.

He wanted to make sure that the BSD board is aware of what happened and that they do what they can to protect downtown Birmingham's image.

12. ADJOURNMENT – 9:30 A.M.

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



Amy Pohlod, BSD Board Chair

3/12/2026

Date

APPROVED