

City of Birmingham
Birmingham Shopping District Meeting Minutes
Thursday, April 16, 2026 - 8:30 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held on Thursday, April 16, 2026, at 8:30 a.m. at The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT: Ecker, Hussey, Surnow

ADMINISTRATION: Bassett, Brook, Leavy

GUEST(S): Kathleen Deveraux, Dave Deveraux

2. RECOGNITION OF VISITORS

Pohlod welcomed Kathleen Deveraux and Dave Deveraux.

3. FINANCE REPORT – BASSETT

Bassett reported that it is approximately 75% of the way through the budget year and things are tracking as expected. Special assessment payments and vendor payments are being received. The current fund balance is over \$1.8 million which is typical for this time of year.

Bassett continues to monitor expenses including downtown maintenance which seems to be trending well.

4. APPROVAL OF CONSENT AGENDA

Consent agenda consisted of the:

- a. Approval of the BSD Board minutes from March 12, 2026
- b. Approval of vouchers – March 2026
- c. Absence Waivers – McKenzie, Sharrak

MOTION: Motion by Kay, seconded by Wolf, to approve the BSD Board minutes from March 12, 2026, vouchers from March 2026, and absence waivers for McKenzie and Sharrak.

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

Nays: none

Absent: Ecker, Hussey, Surnow

Motion passed.

5. NEW BUSINESS

a. Pegasus Video/Audio Agreement

Bassett shared that the BSD has been working with Pegasus for several years and things have gone well. The Special Events Committee would like to continue working with them for BRRmingham Blast, Movie Nights, Day On The Town, and Winter Markt.

MOTION: Motion by Kay, seconded by Lundberg, to approve the Pegasus Entertainment Video/Audio agreement totaling \$53,540 for fiscal years 2027 and 2028 to begin on July 1, 2026 and end on June 30, 2028.

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

Motion passed.

b. Party Dreams Wedding & Event Rental Tent Supplier Agreement

The Special Events Committee would also like to continue to work with Party Dreams Wedding & Event Rental for FYE 2027 which includes 2026 Winter Markt, 2026 Santa House, and 2027 BRRmingham Blast for a grand total of \$48,409.96.

MOTION: Motion by McKenzie, seconded by Kay, to approve the Party Dreams Wedding & Event Rental Tent Supplier Agreements for the 2026 Winter Markt event totaling \$39,443.90, 2026 Santa House totaling \$1,517.76, and the 2027 BRRmingham Blast event totaling \$7,448.30

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

Motion passed.

6. PRESENTATIONS

a. 2025 Visitor Profile Report

Bassett shared an overview of the 2025 Visitor Profile Report which is generated from Placer.ai information from cell phone data. She pointed out that the information is very similar to the 2024 report. Although the number of visits has increased, most trends remain the same.

7. OLD BUSINESS - none

MOTION: Motion by Wolf, seconded by Lundberg, to move Public Comment ahead of Reports in the current agenda.

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

Motion passed.

8. PUBLIC COMMENTS

Kathleen Deveraux introduced herself as a representative from the Vision Arts Council, a group that is working to stop the sale of The Community House, at least to the wrong entity. She asked the BSD board to support their efforts. She encouraged BSD board members to make their feelings known by writing letters and attending meetings.

8. REPORTS

a. COMMITTEE REPORTS

SPECIAL EVENTS - KAY

Kay shared that the Spring Stroll went well with over 500 attendees and 21 BSD businesses participating.

Farmers Market will open on Sunday, May 3rd. The committee is currently looking for a non-profit organization that would be interested in securing the liquor license for Winter Markt and staffing the beer tent.

The committee decided that Santa House should switch back to by appointments, except during Winter Markt.

MARKETING & ADVERTISING - LUNDBERG

Lundberg reported that the committee reviewed the social media reports and engagement is trending up on Facebook and Instagram. Discussion with SEEN regarding use of influencers is ongoing.

The committee is working on designs for new light pole banners.

Bassett reminded the board that the current contract with Saturday Social goes through the end of June. Money for a contract renewal was included for the upcoming fiscal year.

MAINTENANCE/CAPITAL IMPROVEMENTS - LIPARI

Lipari shared that the committee discussed commissioning a mural on the side of the building adjacent to the Farmers Market. Bassett is putting together a mural grant program and working with the Public Arts Board regarding required approvals.

DPS is ready to order the new holiday tree, but due to the cost, it needs to be approved by City Commission. The new tree may not be delivered in time for the 2026 holiday season.

BUSINESS DEVELOPMENT - MCKENZIE

McKenzie reported that there was no committee meeting, but the group hosted a successful Broker Roundtable.

Bassett shared that Besos will open tomorrow and Vuori is scheduled to open on May 14th. Lost and Found Vintage is also close to opening.

EXECUTIVE COMMITTEE REPORT – POHLOD

No report given.

b. WAYFINDING - FEHAN

Fehan reported that the Michigan Department of Transportation has approved the first signs. Therefore, the City is now able to move forward. Pedestrian signage will be installed first followed by gateway signs.

c. ADVISORY PARKING COMMITTEE

Taddei shared that the City will be moving forward with a discounted evening parking pass for city garages starting at 3 p.m. He also reported that they are looking to increase the maximum fees in the garages to \$12 instead of \$10 per day.

The group did not discuss an increase in the cost of monthly parking passes. The APC voted against supporting a sustainability fee, however Commission has the final say and the Community Development Department plans to continue to move forward.

Pohlod added that she thinks this is a good time for the BSD to share their thoughts on parking rate increases. Bassett prepared a statement that she read at an APC meeting. It can be used as a starting point.

d. EXECUTIVE DIRECTOR REPORT

Bassett reported that the FYE2027 budget will be presented to City Commission at the budget hearings on April 25th. She reminded the board that the Farmers Market will open on May 3rd.

Bassett gave a brief update on what has been accomplished with Saturday Social, developing strategies and creating personas. More than 35 businesses were recognized in posts in February and March.

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

12. ADJOURNMENT – 9:52 A.M.

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



Amy Pohlod, BSD Board Chair

5/7/2026

Date