

City of Birmingham
Birmingham Shopping District Meeting Minutes
Thursday, May 7, 2026 - 8:30 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held on Thursday, May 7, 2026, at 8:30 a.m. at The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT: Ecker, Lundberg, Surnow

ADMINISTRATION: Bassett, Brook, Leavy

GUEST(S): Richard Astrein

2. RECOGNITION OF VISITORS

3. FINANCE REPORT – BASSETT

Bassett reported that there has not been much change on the balance sheet since the last meeting. She shared that the BSD currently has a very strong fund balance. The deadline for payment of the BSD Special Assessments passed. Any bills still unpaid will go to City Commission on May 18, 2026. If they remain unpaid, the bills will be incorporated in the tax roll.

Overall expenses continue to track well.

4. APPROVAL OF CONSENT AGENDA

Consent agenda consisted of the:

- a. Approval of the BSD Board minutes from April 16, 2026
- b. Approval of vouchers – April 2026
- c. Absence Waivers – Wolf, Surnow, Hussey, Ecker

MOTION: Motion by Kay, seconded by McKenzie, to approve the BSD Board minutes from April 16, 2026, vouchers from April 2026, and absence waivers for Wolf, Surnow, Hussey, and Ecker.

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

Nays: none

Absent: Ecker, Lundberg, Surnow

Motion passed.

5. NEW BUSINESS

a. BSD Assessment Renewal

Bassett shared that the four-year special assessment that funds the Birmingham Shopping District is in its final year and will require renewal for continuation of the principal shopping district operations. After preliminary discussions, the recommendation is to keep the current assessment rate for 2027-2030.

Bassett feels the BSD is currently in a strong place financially and projections show the fund balance staying strong in the coming years.

MOTION: Motion by Kay, seconded by Sharrak to recommend that the City Commission set a Public Hearing of Necessity for the Birmingham Shopping District Special Assessment on September 14, 2026 and to set a Public Hearing of Confirmation of Assessment Rolls for the BSD Special Assessment on September 28, 2026.

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

Motion passed.

b. Floral Hanging Basket Agreement

Bassett reported that after getting quotes from several suppliers for the purchase of over 200 floral hanging baskets to be hung throughout the downtown area, the Maintenance and Capital Improvements Committee would like to continue to work with Worry Free.

The three year agreement is for \$15,888 per year for 2027 and 2028. The cost will go up to \$16,336.00 for 2029 for a total of \$48,112.00

MOTION: Motion by Wolf, seconded by McKenzie, to approve the Floral Hanging Basket Agreement with Worry Free as presented for fiscal years 2027-2029, for a total cost not to exceed \$48,112.00.

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

Motion passed.

6. PRESENTATIONS

a. Business Mix Analysis

Bassett shared the recently updated Business Mix Analysis. This information was presented at the Broker Roundtable. She pointed out that there are no significant changes. However, there are currently more casual dining restaurants than there used to be. So, there does not need to be as much of a push for that type of business currently.

Cities used for comparisons continue to be Naperville and Greenwich. Fehan suggested it might be time to see if those are still the best cities to use.

MOTION: Motion by Hussey, seconded by Wolf, to move discussion of the Wall Art Grant Program ahead of Oakland County Tourism Strategic Plan on the agenda.

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

Motion passed.

b. Wall Art Grant Program

Bassett proposed starting a Wall Art Grant Program to help to fund curated public art on the exterior of privately owned buildings to enhance the visual appeal and create engaging spaces that encourage exploration of the district.

In the proposed program, the BSD would be responsible for reviewing and funding artwork. The applicant/building owner would be responsible for maintaining the artwork. Funds would be distributed upon completion of the project.

It was suggested that the final bullet point on page 46 of the board packet be changed to "City of Birmingham Design Review Board or Historic District Commission shall grant final approval of wall art."

Pohlod asked that, under the bullet point discussing distribution of funds, that the wording be adjusted to say, "If approved, funds will be distributed upon project completion and submission of paid invoices and lien waivers."

Bassett explained that the program is not currently in the budget. There are some funds, but without a program like this, there is no method to distribute the money.

Fehan suggested sharing a set dollar amount available as it might make things easier if artists and building owners have an idea of what they can request. Pohlod said that she likes that it is vague and thinks that the amount should be left open since there are so many variables.

MOTION: Motion by Hussey, seconded by Wolf, to approve the Birmingham Shopping District Wall Art Grant Program as presented to the BSD Board on May 7, 2026 with the adjustment to the bullet point on fund distribution to read, "If approved, funds will be distributed upon project completion and submission of paid invoices and lien waivers." and to add a bullet point stating "City of Birmingham Design Review Board or Historic District Commission shall grant final approval of wall art."

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

Motion passed.

c. Oakland County Tourism Strategic Plan

Bassett gave an overview of Oakland County's Tourism five-year strategic plan and highlighted their five key areas.

7. OLD BUSINESS - none

8. REPORTS

a. COMMITTEE REPORTS – KAY

SPECIAL EVENTS

No meeting held.

MARKETING & ADVERTISING – LUNDBERG

No update.

MAINTENANCE/CAPITAL IMPROVEMENTS – LIPARI

No update.

BUSINESS DEVELOPMENT - BASSETT

Bassett reported that the committee discussed goals for 2026. They also discussed the Wall Art Grant Program and the Broker Roundtable.

EXECUTIVE COMMITTEE REPORT – POHLOD

No report given.

b. WAYFINDING - FEHAN

Fehan reported that the City is currently reviewing submitted bids and plans to make a decision in the next week.

c. ADVISORY PARKING COMMITTEE

No meeting.

d. EXECUTIVE DIRECTOR REPORT

Bassett reported that the FYE 2027 budget was presented to Commission on April 26, 2026. It should be approved in May. Commission approved the new lower rates for the evening monthly parking program. The start time will now be 3 p.m.

The purchase of the new holiday tree is moving forward.

The BSD received a \$2,500 grant from Oakland County to help with the office renovations.

Bassett shared that she and members of the BSD staff have attended several community and business events in the area. She also reminded the board that she will be on vacation at the beginning of June and will not be in attendance at the June board meeting.

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 – 9:45 A.M.

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



Amy Pohlod, BSD Board Chair



Date

APPROVED