City of Birmingham
Birmingham Shopping District Meeting Minutes
Thursday, January 5, 2024 - 8:30 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held on Thursday, January 9, 2025, at 8:30 a.m. at The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT: Ecker, Sloan, Surnow

ADMINISTRATION: Bassett, Brook

GUEST(S): Floyd A. Simmons, Hohendorf

2. RECOGNITION OF VISITORS

3. FINANCE REPORT – BASSETT

Bassett reported that there is still approximately $75,000 in delinquent assessment payments. This is the low point for the BSD budget since assessment bills will be mailed later in the month. Expenses are also showing some funds that are encumbered due to contracts and PO's for later in the year.

Special events has currently spent approximately 70% of the budget. Most of the larger events/expenses happen earlier in the fiscal year. Bassett will monitor it to see if it is under budgeted or just timing.

4. APPROVAL OF CONSENT AGENDA

Consent agenda consisted of the:

a. Approval of the BSD Board minutes from December 5, 2024;
b. Approval of vouchers - December 2024;
c. Absence Waivers for Directors Kay, Eid and Roberts

MOTION: Motion by McKenzie, seconded by Kay, to approve the BSD Board minutes from December 5, 2024, the vouchers for December 2024, and absence waiver for Directors Kay, Eid and Roberts.

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

Motion passed.

5. NEW BUSINESS

a. BSD Board Officer Elections

MOTION: Motion by Kay, seconded by Lundberg, to reappoint the current BSD board officers, as is, for another year.

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

Motion passed.

b. BSD Executive Committee Appointments

MOTION: Motion by Hussey, seconded by Roberts, to reappoint the current BSD executive committee, as is, for another year.

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

Motion passed.

APPROVED

6. PRESENTATIONS

a. Fiscal Year End 2026 Budget Draft

Pohlod shared that the goal for the budget is to have every day operating expenses covered by assessment income, not the fund balance. Bassett explained that this is still a draft as she is waiting on some numbers. She reviewed some changes from the current budget.

Marketing does not have many changes. There is a special project budgeted to help increase social media followers.

Special events has an increase to help cover rising event costs and police detail at most events. The Burger event has been moved to the Marketing budget line. Bassett also shared that sponsor revenue exceeded the budgeted amount.

Maintenance and Capital Improvements budget increased to allow for a new snow removal contract and power washing on N. Old Woodward. The increase will also cover alley improvements and the wayfinding project as one-time capital improvement expenses coming from the fund balance.

Business Development's budget includes more workshops and conference attendance. The budget removes the realtor incentive.

The capital outlay for all committees and projects, including improvements to the BSD office is approximately $135, 000.

The budget will be presented to the BSD board again in February for a vote. It will then go to City Commission.

b. Tenant Recruitment Strategy Draft

Surnow gave an overview of the discussions that the business development committee has had. The committee feels that more can be done to sell Birmingham to outside brokers and that dollars should be spent producing high quality marketing pieces.

The business development committee and marketing committees would like to hold a joint meeting in the near future to see how they can best work together.

7. OLD BUSINESS

8. REPORTS

a. COMMITTEE REPORTS

SPECIAL EVENTS - KAY

Kay shared that, despite it being very cold, Santa Walk was a successful event. The committee is looking at options for next year to help keep attendees safe without closing streets. Winter Markt was very well attended. We will request an extra day for set-up on the streets for the 2025 event.

Brook shared that planning for the BRRmingham Blast is progressing well. We are expecting to have eight food trucks. The zip line will once again be an event highlight. We will also have three 30-minute magic shows and two story times.

APPROVED

MARKETING & ADVERTISING - LUNDBERG

Lundberg reported that the committee had a good brainstorming session with Amy Gill. They discussed using influencers and how to increase social media followers and engagement.

Work is beginning on the website. The project is scheduled for completion by June.

MAINTENANCE/CAPITAL IMPROVEMENTS - LIPARI

No was meeting held last month.

BUSINESS DEVELOPMENT - MCKENZIE

McKenzie shared that the committee finalized their proposed recruitment and retention strategy that was presented at last month's meeting. They would like to begin having meetings with property owners. They are also working on window coverings for the old Anthropologie space.

EXECUTIVE COMMITTEE REPORT – POHLOD
No report given.

b. TOURISM - BASSETT

No report given.

c. WAYFINDING - FEHAN

Fehan reported that the contract with the company producing the gateway signage has been extended.

d. ADVISORY PARKING COMMITTEE

Taddei shared that the committee is evaluating how many electric charging stations to install. They will begin with the Chester Structure.

e. EXECUTIVE DIRECTOR REPORT

Bassett shared that Eid resigned from the board as of January 1, 2025. She thanked him for his more than seven years of service. She welcomed Sloane Wolf to the board.

Bassett reminded the board that the final budget will be presented at the February board meeting and will then go to City Commission for approval on April 26.

The City's Long Range Planning Session will be held on Saturday, January 25, 2025.

The BSD received a $2,500 grant for technology. It will be used to help with the website project.

Bassett thanked board members who attended the Tree Lighting event and recognized Brook for all of her efforts on holiday activities and for the time that she dedicated to the BSD in December.

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

Pohlod thanks Bassett for her work on the budget.

Hohendorf shared that The Community House is undergoing some reorganization and encouraged board members to attend their public forum on January 22, 2025 to share input.

Bassett asked board members to let her know if they are interested in attending the Chamber's upcoming forecast events.

12. ADJOURNMENT – 9:48 A.M.

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

Amy Pohlod

Amy Pohlod, BSD Board Chair

3/6/2025

Date

APPROVED