City of Birmingham
Birmingham Shopping District Meeting Minutes
Thursday, March 6, 2025 - 8:30 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held on Thursday, March 6, 2025, at 8:30 a.m. at The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT: McKenzie

ADMINISTRATION: Bassett, Brook, Hunter, Gerber

GUEST(S): Floyd A. Simmons

2. RECOGNITION OF VISITORS

3. FINANCE REPORT – GERBER

APPROVED

Gerber reviewed the financial reports in the board packet. He pointed out approximately $1.2 million was billed for the annual assessment. The due date is March 24. Currently, the City has collected approximately 37% of that.

Revenue and expenses are on track. Investments are doing well and Gerber anticipates that they will continue to do so for the next few years.

Bassett explained that, the amount shown on the report as encumbered for snow removal is in error and will be corrected for next month's report.

4. APPROVAL OF CONSENT AGENDA

Consent agenda consisted of the:

a. Approval of the BSD Board minutes from January 9, 2025;
b. Approval of vouchers – January and February 2025

MOTION: Motion by Kay, seconded by Ecker, to approve the BSD Board minutes from January 9, 2025 and the vouchers for January and February 2025.

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

Motion passed.

5. NEW BUSINESS

a. Board Member Resignation

Pohlod informed the board that Sloan resigned from her board position due to her moving outside of the BSD and, therefore, no longer being eligible for the seat she had.

b. Sponsorship Requests

Bassett reviewed requests for sponsorships from Brother Rice, the Junior League of Birmingham, Rotary International - Birmingham Club, and The Community House. The board discussed the challenges of possibly setting precedence by sponsoring a school event. They also discussed the importance of a continued partnership with The Community House.

MOTION: Motion by Ecker, seconded by Hussey, to donate a basket, with an approximate value of $175 to The Community House for their upcoming fundraiser.

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

Gerber reported that there are still some minor adjustments that will be made, but they should not have a significant impact. The budget, as drafted, will use $110,000 of fund balance for special projects.

Pohlod explained that money from the fund balance would be used for minor office renovations including carpet and wallpaper, as the office is public-facing. Fund balance will also be used for increased social media presence and alley improvements.

Surnow asked what a healthy fund balance is. Gerber explained that they like to have six months of operating costs, which would be approximately $770,000 for the BSD.

Pohlod highlighted that the budget is a balanced budget, except for the special projects that use fund balance. She feels that that is important.

MOTION: Motion by Surnow, seconded by Roberts, to recommend the fiscal year end 2026 budget, as presented, to City Commission for final approval.

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

Motion passed.

b. 2024 Year End Marketing Report

Hunter reviewed the marketing report that was included in the board packet. She highlighted an increase in social media interactions as well as increased traffic to the BSD website.

7. OLD BUSINESS

8. REPORTS

a. COMMITTEE REPORTS

SPECIAL EVENTS - KAY

No meeting held last month.

MARKETING & ADVERTISING - LUNDBERG

Lundberg reported that the committee is exploring options with different social media influencers. There will not be a print spread highlighting spring fashion this year. They are looking into a possible video. Pohlod added that print advertising is not getting the same response that it used to get.

APPROVED

MAINTENANCE/CAPITAL IMPROVEMENTS - LIPARI

The committee finalized the snow removal RFP and posted it. New light fixtures will be installed in the alleys.

Kay asked if there is a plan for cleaning the sand that was used for melting ice, out of the Pierce alley. Ecker said that she would look into it.

BUSINESS DEVELOPMENT - SURNOW

Surnow shared that they held meetings with most of the local property owners. Bassett reported that the meetings were all positive.

The committee continues to work on cleaning lists. Pohlod asked about the progress on the videos that are not yet complete. Bassett said she expects them be finished in the coming weeks. We will share completed videos with local brokers.

EXECUTIVE COMMITTEE REPORT – POHLOD
No report given.

b. TOURISM - BASSETT

No report given.

c. WAYFINDING - FEHAN

No report given.

d. ADVISORY PARKING COMMITTEE

Taddei shared that the City's contract with SP+ officially ended. Bringing parking in-house saves approximately $500,000.

Ecker added that Commission would be looking at the proposed design for the new parking structure wayfinding elements at their upcoming meeting.

e. EXECUTIVE DIRECTOR REPORT

Bassett shared that her presentation to City Commission during their long-range planning meeting went well. She reported that the Woodward Dream Cruise committee recently elected Brook as secretary.

The BRRmingham Blast event went well and brought good traffic to the downtown area in late January. City Commission approved spring and summer special event applications.

Employee Appreciation Day is on March 7. The BSD invited merchants to send their staff to City Hall to pick-up employee discount cards and get a sweet treat that day.

The website project is underway and progressing well.

APPROVED

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
Amy Pohlod, BSD Board Chair

4/3/2025
Date