

City of Birmingham
Birmingham Shopping District Meeting Minutes
Thursday, April 3, 2025 - 8:30 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held on Thursday, April 3, 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, Taddei, Wolf, Director Emeritus Fehan

ABSENT: Ecker, Roberts, Surnow, Secretary Lipari

ADMINISTRATION: Bassett, Brook

GUEST(S): Floyd A. Simmons, Annaka Norris, Ian Dunkinson, George Taddei

2. RECOGNITION OF VISITORS

3. FINANCE REPORT – BASSETT

Bassett reviewed the financial reports in the board packet. She highlighted that we continue to receive assessment payments and sponsorship and vendor payments are beginning. Income is tracking well.

There is an item in a suspense account. That is due to a property owner double paying their assessment. That money will be returned to the property owner.

We continue to watch DPS expenses closely as we are currently at approximately 98% of our budget and we should be at about 70% of the budgeted amount at this time of year.

4. APPROVAL OF CONSENT AGENDA

Consent agenda consisted of the:

- a. Approval of the BSD Board minutes from March 6, 2025;
- b. Approval of vouchers – March 2025

MOTION: Motion by Kay, seconded by McKenzie, to approve the BSD Board minutes from March 6, 2025 and the vouchers for March 2025.

VOTE: Yeas: Hussey, Kay, Lundberg, McKenzie, Pohlod, Taddei, Wolf

Nays: none

Absent: Ecker, Roberts, Surnow

Motion passed.

5. NEW BUSINESS

a. 2025/2026 Advertising Contracts

Bassett reviewed the contracts for Beasley and iHeartMedia. Both are very similar to last year as the committee feels that they worked well. The Beasley Media Group contract is for \$30,500. It includes most events and general marketing. iHeartMedia also covers some events. It is for \$30,820 and includes broadcast and video advertising.

MOTION: Motion by Kay, seconded by Hussey, to approve the advertising contract with Beasley Media Group for the 2025/2026 fiscal year.

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

Motion passed.

MOTION: Motion by Kay, seconded by Wolf, to approve the advertising contract with iHeartMedia for the 2025/2026 fiscal year.

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

Motion passed.

APPROVED

6. PRESENTATIONS

a. Grant Check Presentation from MSOC/MSUFCU

Representative from Main Street Oakland County and MSU Federal Credit Union presented a \$2,500 check to the BSD. The funds were awarded as a grant to help with technology costs, which include the building and implementation of a new website.

7. OLD BUSINESS

8. REPORTS

a. COMMITTEE REPORTS

SPECIAL EVENTS - KAY

Kay reported that the BRRmingham Blast event went well. The committee is working on ways to help to manage the line for the zip line.

The Spring Stroll event will be held on April 12. A record number of potential vendors applied to be a part of this year's Market. Santa House will have similar hours in 2025 to the 2024 hours.

Bassett added that we are looking for sponsors. There is the opportunity for a Day On The Town sponsor.

MARKETING & ADVERTISING - LUNDBERG

Lundberg shared that the committee brainstormed about influencers. They looked at the calendar and worked on a strategy.

Bassett reported that they are planning to work with Birmingham City Lifestyle again this year.

MAINTENANCE/CAPITAL IMPROVEMENTS - LIPARI

No meeting held.

BUSINESS DEVELOPMENT - MCKENZIE

McKenzie reported that the committee is continuing to build a target list of retailers that they think would be a good fit in the downtown area.

Bassett held meetings with five property owners. They went well. She hopes to meet with three or four more in the coming months. Nick Dupuis from the city's community development department also attended and added insight.

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 they are continuing to look at how to report data. They would like to be able to collect and report on customer satisfaction.

e. EXECUTIVE DIRECTOR REPORT

Bassett reported that the budget hearing will be held on April 26. She also shared that she recently spoke as a part of a panel for a conference at the Townsend Hotel.

The last merchant meeting was held at the Baldwin Public Library. Moving forward, we will combine merchant meetings with educational workshops.

Work continues on the website transition. The Tourism Committee will now be meeting only twice per year.

Bassett will be going to the National Main Street Conference in Philadelphia in April. She will also be taking a vacation in April.

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 – 9:25 A.M.

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



Amy Pohlod, BSD Board Chair



Date

APPROVED