

City of Birmingham
Birmingham Shopping District Meeting Minutes
Thursday, May 1, 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: Ecker, Hussey, Kay, Lundberg, McKenzie, Pohlod, Roberts, Surnow, Taddei, Wolf, Director Emeritus Fehan

ABSENT: Sharrak, Secretary Lipari

ADMINISTRATION: Bassett, Brook

GUEST(S): Floyd A. Simmons, Marci McIntosh

2. RECOGNITION OF VISITORS

3. FINANCE REPORT – BASSETT

Bassett reviewed the financial reports in the board packet. She explained that treasury added late fees to all unpaid assessments. More event sponsorships are now showing under miscellaneous income.

The treasurer's office refunded the double payment of an assessment by a property owner and removed it from the liabilities line item on April 10. The revenue and expense sheet shows the grant that the BSD received from Oakland County last month.

Expenses should currently be at approximately 75% of the budgeted amount. Bassett said that we are tracking well. The finance department corrected an overbilling that DPS made due to a coding error.

4. APPROVAL OF CONSENT AGENDA

Consent agenda consisted of the:

- a. Approval of the BSD Board minutes from April 3, 2025;
- b. Approval of vouchers – April 2025
- c. Absence Waiver for Director Roberts

MOTION: Motion by Kay, seconded by Hussey, to approve the BSD Board minutes from April 3, 2025, the vouchers for April 2025, and an absence waiver for Director Roberts.

VOTE: Yeas: Ecker, Hussey, Kay, Lundberg, McKenzie, Pohlod, Roberts, Surnow, Taddei, Wolf

Nays: none

Absent: Sharrak

Motion passed.

5. NEW BUSINESS

a. Recognition of BSD Board Appointment

Pohlod shared that City Commission recently appointed Minna Sharrak to the BSD board of directors. Sharrak is an active member of the Business Development Committee. She lives within the BSD. She plans to attend next month's meeting.

b. City of Birmingham Administrative Services Agreement

Bassett explained that the BSD is a component unit of the City of Birmingham. Therefore, we should be paying for the services we use from different City departments. The library, another component unit, has been doing this for years. The City has presented the BSD with a formal 3-year agreement to cover costs of Human Resources, Payroll, Treasury, and Finance for a total of \$30,929 for the first year. There will be a 3% increase of the total charges each year.

Bassett added that the BSD already pays IT for their services and pay DPS for maintenance of the downtown area. This agreement is in addition to those charges.

MOTION: Motion by Surnow, seconded by Wolf, to approve the Administrative Services Agreement with the City of Birmingham, as presented.

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

Motion passed.

c. Snow Removal Contract

Bassett reported that we only received one proposal in response to the RFP for snow removal. It was from Nick's Maintenance, the same company that has had the contract for several years. The pricing remains the same as the last contract.

MOTION: Motion by McKenzie, seconded by Kay, to approve the contract with Nick's Maintenance for snow removal.

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

6. PRESENTATIONS

a. Website Demo

Bassett shared updates on the website. Although this is not a full redesign, it will make the back end of the website much more user friendly for editing. It will also allow for more videos and will require fewer clicks by users interested in accessing event information.

With the rollout of the new website, the domain name will also be changing to DowntownBirmingham.com. ALLINBirmingham.com will redirect to the new site.

7. OLD BUSINESS

8. REPORTS

a. COMMITTEE REPORTS

SPECIAL EVENTS - KAY

Kay reported that there was a good turnout for Spring Stroll. About twenty stores participated and shared positive feedback regarding new people coming into their stores and wanting to participate again next year.

The Farmers Market opens on Sunday. We are at capacity for vendors. Bassett added that seasonal staff has been hired to assist at the Market and other upcoming events.

Day On The Town registration is now open on the website. The Cruise Event is looking for more volunteers.

The committee is exploring the idea of closing a portion of Merrill Street for Art Walk.

MARKETING & ADVERTISING - LUNDBERG

Lundberg shared that the committee looked at the new website page by page. The calendar is more user friendly as is the method used to make updates.

The committee is finalizing the influencer campaigns. They also reviewed the BSD promotional videos.

MAINTENANCE/CAPITAL IMPROVEMENTS - LIPARI

The committee reviewed the snow removal RFP. They also walked the Willits alley, with representatives from Oakland County, to look at possible improvements.

BUSINESS DEVELOPMENT - SURNOW

Surnow reported that they reviewed their target list. They will work on making connections. There is a good activity in the City right now. The committee also looked at the current BSD marketing materials.

EXECUTIVE COMMITTEE REPORT – POHLOD

No report given.

b. TOURISM - BASSETT

The group met in April. The new BSD website will have more tour information.

c. WAYFINDING - FEHAN

Fehan shared that there is currently funding for four signs – two gateway and two kiosk signs. The County Road Commission is moving slowly through the approval process. Ecker added that MDOT permits are moving forward and that during the budget hearings Commissioners asked staff to allocate more funds to wayfinding.

d. ADVISORY PARKING COMMITTEE

No April meeting.

e. EXECUTIVE DIRECTOR REPORT

Bassett reported that Commission held the budget hearing on April 26 and everything went smoothly with the BSD presentation. The budget will go to Commission for final approval on May 19.

She shared that she received very positive feedback regarding Spring Stroll and reminded the group that the Farmers Market opens this Sunday, May 4.

Bassett attended a Detroit Regional Chamber meeting with presentations from Oakland, Wayne, and Macomb County executives.

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

Surnow ask for an update on Booth Park renovations. Ecker shared that the City received a grant to help cover expenses. However, it will require additional approvals and will therefore delay the project until at least fall.

12. ADJOURNMENT – 9:35 A.M.

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



Amy Pohlod, BSD Board Chair

6/5/2025

Date