

City of Birmingham
Birmingham Shopping District Meeting Minutes
Thursday, June 5, 2025 - 8:30 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held on Thursday, June 5, 2025, 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, Surnow, Taddei, Wolf, Director Emeritus Fehan, Secretary Lipari

ABSENT: Ecker, Lundberg

ADMINISTRATION: Bassett, Brook

GUEST(S): Floyd A. Simmons

2. RECOGNITION OF VISITORS

3. FINANCE REPORT – BASSETT

Bassett reported that the budget is tracking well. Investment income is higher than anticipated, as is income from private sources. She expects this to lead to an increase in the fund balance this year.

She will continue to monitor DPS expenses. Special events was under budgeted. That line item has exceeded its projection. Bassett increased the budgeted amount for the coming year to account for increasing event costs.

4. APPROVAL OF CONSENT AGENDA

Consent agenda consisted of the:

- a. Approval of the BSD Board minutes from May 1, 2025;
- b. Approval of vouchers – May 2025
- c. Absence Waiver for Director Lundberg

MOTION: Motion by Kay, seconded by Hussey, to approve the BSD Board minutes from May 1, 2025, the vouchers for May 2025, and an absence waiver for Director Lundberg.

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

Motion passed.

5. NEW BUSINESS

Pohlod introduced Sharrak, the newest BSD board member to the group.

6. PRESENTATIONS

a. BSD Fund

Bassett shared that she recently presented the 2026 Principal Shopping District budget to Birmingham City Commission. Commissioners approved the budget as presented.

Bassett explained that she gave Commissioners background information on the BSD. She shared the BSD structure and its four committees and gave an overview of the strategic plan.

Items Bassett highlighted in the budget included an expected \$25,000 contribution from the Advisory Parking Committee to help promote two-hour free parking in the City structures. She also shared information on planned special projects like office improvements, work on the Willits Alley and a larger investment in and focus on social media. There will also be additional spending in administrative services, as the BSD will now be paying additional fees to several City departments for their services.

7. OLD BUSINESS

8. REPORTS

a. COMMITTEE REPORTS

SPECIAL EVENTS - KAY

Kay shared that the last committee meeting focused on plans for the upcoming Art Walk. This discussion will continue at the next committee meeting. Representatives from the Public Arts Board have been invited to discuss the possible expansion of the event.

MARKETING & ADVERTISING - KAY

Kay reported that DPS would install Farmers Market light pole banners on pedestrian facing poles. Website updates are continuing. The influencer campaign began with the publishing of the first two videos.

MAINTENANCE/CAPITAL IMPROVEMENTS - LIPARI

Lipari shared that the committee is working on lighting possibilities for Merrill Street. They are continuing to explore different options for holiday and year round lights that would go over the street.

The Willits Alley project is moving forward. Designers from Oakland County shared their input with the committee.

Hanging baskets have been installed. The committee is pleased with how they look.

BUSINESS DEVELOPMENT - SURNOW

Surnow reported that the committee is working on a new digital guide. They want to tell the story of what Birmingham has to offer. This is something that was discussed at some of the meetings with property owners.

Bassett added that they have begun getting responses to the downtown usage survey. She encouraged board members to take the survey and shared that the survey will remain open for several months. Those who complete the survey will be eligible for a prize drawing.

EXECUTIVE COMMITTEE REPORT – POHLOD

No report given.

b. WAYFINDING - FEHAN

No report given.

c. ADVISORY PARKING COMMITTEE

Taddei shared that about half of parkers are taking advantage of free parking in the structures. The Chester Structure is undergoing renovations. Bassett added that the structures are filling again as more employees return to the office.

d. EXECUTIVE DIRECTOR REPORT

Bassett reported that the BSD received a \$2,500 grant from Oakland County for Farmers Market equipment. Over 15,300 people visited the Farmers Market during the month of May. This is higher than previous years.

Website development is nearing completion.

Oakland County's tourism project is entering its third phase. They are continuing to work on ways to enhance the county and to build stronger regional relationships with Detroit.

Seasonal employees started working at the Farmers Market and other events. We are also recruiting volunteers.

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 – 9:33 A.M.

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



Michael McKenzie, BSD Board Vice Chair



Date

APPROVED