

City of Birmingham
Birmingham Shopping District Meeting Minutes
Thursday, July 10, 2025 - 8:30 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held on Thursday, July 10, 2025, at 8:33 a.m. at The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT: Ecker, Pohlod

ADMINISTRATION: Bassett, Brook

GUEST(S):

2. RECOGNITION OF VISITORS

3. FINANCE REPORT – BASSETT

Bassett reported that the budget is tracking well. She shared that the new finance director recommends looking at the monthly revenue and expenditures report as the best snapshot of the budget.

Year-end expenses are being processed. Bassett expects that, even with all expenses in, we will still add to the fund balance. She continues to monitor the downtown maintenance expenses line item. Bassett asked the finance director to do a year-end report at the next board meeting.

4. APPROVAL OF CONSENT AGENDA

Consent agenda consisted of the:

- a. Approval of the BSD Board minutes from June 5, 2025;
- b. Approval of vouchers – June 2025

MOTION: Motion by Kay, seconded by Surnow, to approve the BSD Board minutes from June 5, 2025.

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

Motion passed.

MOTION: Motion by Wolf, seconded by Lundberg, to approve the revised June 2025 vouchers as presented.

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

Motion passed.

5. NEW BUSINESS

6. PRESENTATIONS

a. BSD Website

Bassett explained that the new website has launched. She gave board members a tour of the website and updated everyone that there is a new URL. The website is now www.downtownbirmingham.com Previous URLs will redirect to the new website.

Bassett highlighted that businesses can now appear in more than one category and that the calendar is more user friendly. The back end of the website is also easier for staff to use to make updates.

7. OLD BUSINESS

8. REPORTS

a. COMMITTEE REPORTS

SPECIAL EVENTS - KAY

Kay reported that the committee continued its discussion of the Art Walk and decided not to close a portion of Merrill Street for live music this year.

The committee also began planning for holiday activities. We are looking into a new tent provider for Winter Markt and BRRmingham Blast and should have a recommendation for the board soon.

MARKETING & ADVERTISING - LUNDBERG

Lundberg shared that the committee reviewed the new website. They also looked at revising the downtown guide.

She also reported that we are now working with eight local influencers. The campaign is scheduled through the end of the year.

MAINTENANCE/CAPITAL IMPROVEMENTS - LIPARI

No June meeting was held. During the July meeting, the committee discussed the Willits Alley project. The patched concrete is looking much better.

The alley near Social now has color-changing lights.

The BSD will host appreciation luncheon for DPS staff in August.

BUSINESS DEVELOPMENT - SURNOW

Surnow reported that the committee sent their ideas for a downtown guide to the marketing committee. They also discussed retail activity in town.

EXECUTIVE COMMITTEE REPORT – POHLOD

No report given.

b. WAYFINDING - FEHAN

No meeting held. Production is on schedule for the fall installation of the first two signs.

c. ADVISORY PARKING COMMITTEE

Taddei shared that work continues on the Chesterfield Structure. It should be complete in October of November.

With more workers returning to offices, structures are filling again. Wednesday is the busiest day. The Park Street and Pierce Street structures are busiest.

d. EXECUTIVE DIRECTOR REPORT

Bassett reported that we are working on finalizing all outstanding invoices for year the end of the fiscal year. Traffic at the Farmers Market continues to be high. We have more vendors and are able to activate more of the parking lot this year.

Day On The Town preparations are well underway. We have begun planning for the second BirminghamBURGER event, which will be held in October.

Bassett also shared that she received a \$500 scholarship for the Main Street America Conference that she attended.

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 – 9:19 A.M.

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



Amy Pohlod, BSD Board Chair

8/7/2025

Date

APPROVED