

City of Birmingham
Birmingham Shopping District Meeting Minutes
Thursday, August 7, 2025 - 8:30 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held on Thursday, August 7, 2025, at 8:33 a.m. at The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT: Lundberg

ADMINISTRATION: Bassett, Brook

GUEST(S): Chavez

2. RECOGNITION OF VISITORS

3. FINANCE REPORT – CHAVEZ

Chavez reported that the budget is tracking well. We brought in approximately \$50,000 more income than expected and spent about \$91,000 less than anticipated. Some of the savings were in personnel costs and the planned Pierce alley project did not happen.

Chavez explained that the balance sheet is a snap shot and will adjust when numbers are finalized for year-end. There is a healthy fund balance.

4. APPROVAL OF CONSENT AGENDA

Consent agenda consisted of the:

- a. Approval of the BSD Board minutes from July 10, 2025;
- b. Approval of vouchers – July 2025
- c. Absence Waivers – Pohlod, Ecker

MOTION: Motion by McKenzie, seconded by Kay, to approve the BSD Board minutes from July 10, 2025, vouchers from July 2025, and absence waivers for Pohlod and Ecker.

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

Nays: none

Absent: Lundberg

Motion passed.

5. NEW BUSINESS

6. PRESENTATIONS

a. Visitor Profile Report

Bassett shared the Visitor Profile Report that Main Street America prepared for the BSD looking at cell phone data from 2024. She highlighted that there were 1.8 million unique visitors to Downtown Birmingham, 9.4 million visits, and August was the busiest month. McKenzie pointed out that visits are lowest in January and that is something that we can work to improve.

7. OLD BUSINESS

8. REPORTS

a. COMMITTEE REPORTS

SPECIAL EVENTS - KAY

No meeting held.

MARKETING & ADVERTISING - KAY

Kay reported that the committee discussed the market analysis overview and looked at drafts of a downtown guide.

MAINTENANCE/CAPITAL IMPROVEMENTS - LIPARI

Lipari shared that the DPS appreciation lunch will be held to thank the team for all of their work throughout the year.

BUSINESS DEVELOPMENT - MCKENZIE

McKenzie reported that the committee discussed the market analysis report and visitor guide. They also reviewed initial results from the downtown usage survey.

We will recognize milestone business anniversaries at the October board meeting, which will start at 8 a.m.

Surnow added that they would work to plan a broker roundtable at their next meeting.

EXECUTIVE COMMITTEE REPORT – POHLOD

No meeting held.

b. WAYFINDING - FEHAN

No meeting held.

c. ADVISORY PARKING COMMITTEE

Taddei shared that the budget for Chester Garage renovations is on the agenda for Commission approval at their next meeting.

d. EXECUTIVE DIRECTOR REPORT

Bassett reported that we launched a downtown usage survey in June at events and on our social media. It will remain open through the end of the year. Over 200 people responded so far.

Day On The Town was a big success with more than 10 new businesses participating. Bassett appeared on Live in the D to help promote the event. Upcoming events include the August Movie Night, Corn Festival, and the Birmingham Cruise Event.

The Willits and Bates projects are underway. The BSD is working to help with communication to businesses. Ecker shared that Bassett has been doing a great job working with other departments within the City.

Bassett also explained that she is working with the police department on an ordinance to expand the area where electric scooters and other vehicles are prohibited from being on the sidewalks. It will require Commission approval.

Pohlod added that it is time for annual reviews. She will be emailing board members looking for feedback. She thinks the team is doing a great job.

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 – 9:20 A.M.

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



Amy Pohlod, BSD Board Chair

9/14/2025

Date