

City of Birmingham
Birmingham Shopping District Meeting Minutes
Thursday, September 4, 2025 - 8:30 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held on Thursday, September 4, 2025, at 8:35 a.m. at The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

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

ABSENT: McKenzie

ADMINISTRATION: Bassett, Brook

GUEST(S):

2. RECOGNITION OF VISITORS

3. FINANCE REPORT – BASSETT

Bassett reported that the budget continues to track well. She shared that the fund balance has increased just under \$200,000 from 2024 fiscal year end to 2025 fiscal year end. Currently, downtown maintenance is on track. We will continue to monitor those expenses.

Bassett is reviewing any open PO's from last year to see which can be liquidated.

4. APPROVAL OF CONSENT AGENDA

Consent agenda consisted of the:

- a. Approval of the BSD Board minutes from August 7, 2025;
- b. Approval of vouchers – August 2025
- c. Absence Waivers – Lundberg

MOTION: Motion by Kay, seconded by Surnow, to approve the BSD Board minutes from August 7, 2025, vouchers from August 2025, and absence waiver for Lundberg.

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

Nays: none

Absent: McKenzie

Motion passed.

5. NEW BUSINESS

a. Party Dreams Wedding & Event Rental Contracts

Bassett explained that the Special Events Committee reviewed quotes from several tent rental companies and would like to work with Party Dreams Wedding & Event Rental for Winter Markt, Santa House warming tent and BRRmingham Blast. The total cost for the three events will be approximately \$41,610.

She shared that the contracts include a small buffer to leave room for incidentals. A 50% deposit will be required and a final payment will be made after the event.

The quote from the previous rental company had a cost increase of over \$17,000. Fehan added that there were some challenges with the tent quality and the customer service last year.

These events will be handled as three separate one-year contracts. Each will have the option to extend.

MOTION: Motion by Ecker, seconded by Hussey, to approve the contract with Party Dreams Wedding & Event Rental for Santa House warming tent.

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

Motion passed.

MOTION: Motion by Kay, seconded by Ecker, to approve the contract with Party Dreams Wedding & Event Rental for tents and other rental items for the 2026 BRRmingham Blast event.

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

Motion passed.

MOTION: Motion by Ecker, seconded by Kay, to approve the contract with Party Dreams Wedding & Event Rental for tents and other rental items for the 2025 Birmingham Winter Markt.

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

Motion passed.

b. Sponsorship Requests

Bassett reviewed requests for sponsorship from the Birmingham Bloomfield Chamber and the Birmingham Education Foundation.

The BSD has been a bronze sponsor with a \$2,500 commitment for the Birmingham Bloomfield Chamber for many years. The Birmingham Education Foundation has an event in January. They have requested a donation to their auction and/or monetary support.

MOTION: Motion by Surnow, seconded by Roberts, to be a bronze sponsor with a \$2,500 commitment for 2026 for the Birmingham Bloomfield Chamber.

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

Motion passed.

MOTION: Motion by Sharrak, seconded by Lundberg, to create a basket with local items and gift cards valuing a total of \$300 to donate as an auction item to the Birmingham Education Foundation's upcoming event.

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

Motion passed.

c. Proposed 2026 Board and Committee Schedule

Bassett presented the proposed 2026 meeting schedule. She shared that board meeting dates will be published in the City's print calendar.

MOTION: Motion by Kay, seconded by Surnow, to approve the BSD meeting calendar as presented.

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

Motion passed.

6. PRESENTATIONS

a. Mid-Year Marketing Report

Bassett shared an overview of the Mid-Year Marketing Report that was included in the board packet.

7. OLD BUSINESS

8. REPORTS

a. COMMITTEE REPORTS

SPECIAL EVENTS - KAY

Kay reported that 23 locations would be hosting artists for the upcoming Art Walk event. Three restaurants will have live music and special cocktails.

The committee reviewed the tent quotes and contract and discussed plans for the BirminghamBURGER event.

MARKETING & ADVERTISING - LUNDBERG

Lundberg shared that the committee looked at the mid-year marketing report and discussed possible adjustments to the social media plan.

There will be a joint meeting with the Marketing Committee and the Business Development Committee in the coming weeks.

MAINTENANCE/CAPITAL IMPROVEMENTS - LIPARI

Lipari reported that work continues with Oakland County for the alley improvement project. They hope to have work begin in the spring.

BUSINESS DEVELOPMENT - SURNOW

Surnow shared that the committee is working to contact retailers on their target list. Plans are also beginning for a broker roundtable in early 2026.

Milestone business anniversaries will be recognized at the October board meeting.

EXECUTIVE COMMITTEE REPORT – POHLOD

No report given.

b. WAYFINDING - FEHAN

No meeting held.

c. ADVISORY PARKING COMMITTEE

Taddei shared that they are working on a plan to make the parking places in the Peabody Garage larger. The challenge is that making parking spots larger will mean fewer parking spots overall and the structure reaches capacity regularly.

d. EXECUTIVE DIRECTOR REPORT

Bassett reported that the Birmingham Cruise Event went well. A City Staff report was presented at the last Commission meeting. Commissioners were very complimentary.

The final Movie Night of the season will be held tomorrow, Friday, September 5. Harvest Festival at the Farmers Market is September 14, and Art Walk will be September 18.

She also shared that Commission approved extending the area covered by the ordinance that makes sidewalks scooter free zones.

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 – 9:40 A.M.

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

APPROVED



Amy Pohlod, BSD Board Chair

10/19/05

Date