

City of Birmingham
Birmingham Shopping District Meeting Minutes
Thursday, June 4, 2026 - 8:30 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held on Thursday, June 4, 2026, at 8:35 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: Brook

GUEST(S): Aaron Ford, Nick Dupuis

2. RECOGNITION OF VISITORS

3. FINANCE REPORT – POHLOD

Pohlod reported that assessment payments are similar to where they were at this time last year. Due to some special projects not happening, there will be some money left unspent in the budget year that is coming to a close at the end of the month.

4. APPROVAL OF CONSENT AGENDA

Consent agenda consisted of the:

- a. Approval of the BSD Board minutes from May 7, 2026
- b. Approval of vouchers – May 2026
- c. Absence Waivers – Lundberg, Surnow, Ecker

MOTION: Motion by Surnow, seconded by Hussey, to approve the BSD Board minutes from May 7, 2026, vouchers from May 2026, and absence waivers for Lundberg, Surnow, and Ecker.

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

Nays: none

Absent: Sharrak

Motion passed.

5. NEW BUSINESS

a. Social Media Management and Content Creation Agreement

Pohlod explained that the initial six month contract with Saturday Social is ending and the Marketing and Advertising Committee would like to enter into a similar agreement for the full fiscal year 2027 with a total investment not to exceed \$45,600. This amount is already in the marketing budget for next year.

MOTION: Motion by Ecker, seconded by Surnow to approve the Social Media Management and Content Creation Agreement with Cantu-Miller Ventures LLC, dba Saturday Social, as presented for fiscal year 2027, for a total cost not to exceed \$45,6000.00

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

Nays: none

Absent: Sharrak

Motion passed.

b. Committee Applications

Pohlod shared that two individuals have submitted applications to join BSD committees, one for Marketing and Advertising and one for Special Events. Neither applicant has attended a committee meeting yet. The board discussed the applications and would like to ask the applicants to attend a few committee meetings before officially becoming a committee member. They feel that, with limited committee positions currently available, it would be good for applicants to make sure that it is a good fit first.

6. PRESENTATIONS

a. Sustainability Fee Update

Dupuis reported that he has been looking for funding for the Birmingham Green Healthy Climate Plan. Since approximately 25% of the carbon emissions in the area come from cars, he feels that drivers should help to pay for the sustainability initiatives. He will be going to City Commission asking them to implement a ten cent fee for each parking transaction taking place at a City garage or meter.

Logistics of fee implementation and collection have not all been worked out yet. In order for the ten cents per transaction to fund sustainability instead of going to the parking fund, it would need to appear as an extra fee, not as a part of the cost of parking. Dupuis expects to present to City Commission at their June 22, 2026 meeting.

b. Principal Shopping District Fund

Pohlod reminded board members that information regarding the Principal Shopping District Fund, as it was approved by City Commission, is in the board packets and encouraged board members to review it and let her or Bassett know if they had any questions.

7. OLD BUSINESS - none

8. REPORTS

a. COMMITTEE REPORTS

SPECIAL EVENTS – KAY

Kay shared that the Farmers Market is off to a great start. The first Movie Night of the season will be tomorrow, Friday, June 5, 2026.

Winter Markt planning is underway. Santa is confirmed and the committee is working to lock in a non-profit to apply for the temporary liquor license and run the beer tent at the event.

The committee decided to increase the fee for Birmingham based, non-BSD businesses to participate in Day On The Town to \$200.

MARKETING & ADVERTISING – LUNDBERG

Lundberg reported that the committee reviewed the Saturday Social agreement that was discussed earlier. The group also worked on strategies for influencer campaigns.

MAINTENANCE/CAPITAL IMPROVEMENTS – FEHAN

Fehan shared that the committee discussed alley improvement projects and the mural program.

BUSINESS DEVELOPMENT - SURNOW

Surnow reported that there will be a merchant meeting on June 17, 2026. McKenzie added that the committee is working on developing a blade sign grant program.

EXECUTIVE COMMITTEE REPORT – POHLOD

Ecker updated the board on the fact that the City of Birmingham made an offer to purchase The Community House. The City hopes to close at the end of the month. They are still waiting on approval from the bankruptcy judge.

Birmingham has created the City of Birmingham Community House Foundation that would oversee the operation of The Community House. Birmingham City Commission will appoint members to the board of directors. The intention is for the City to gift the building to the foundation.

Pohlod shared that, due to lack of quorum, the July board meeting is canceled.

b. WAYFINDING - FEHAN

Kiosk panels are done. Dupuis is hoping to have installation by the end of the month.

c. ADVISORY PARKING COMMITTEE

Ford pointed out that there are new documents in the board packet that highlight when occupancy is 95% or higher. Investing on improvements to the garages continues. Peabody will be the next project.

c. EXECUTIVE DIRECTOR REPORT

No report given.

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

Kay shared that parking on S. Old Woodward was disrupted by utility trucks during the Birmingham Village Fair, an already very busy time in the downtown area. Ecker said that she would look into it to see why an obstruction permit had been issued that week.

12. ADJOURNMENT – 10:00 A.M.

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



Amy Pohlod, BSD Board Chair

APPROVED



Date