



# BIRMINGHAM

SHOPPING DISTRICT

## Birmingham Shopping District Agenda Thursday, June 1, 2023, 8:30 a.m.

The Community House  
380 South Bates Street, Birmingham, MI 48009

For your convenience, you may join via the following Zoom link:  
<https://bhamgov-org.zoom.us/j/82955112653>  
as long as technology is available at the meeting location.

The City recommends members of the public wear a mask if they have been exposed to COVID-19 or have a respiratory illness. City staff, City Commission and all board and committee members must wear a mask if they have been exposed to COVID-19 or actively have a respiratory illness. The City continues to provide KN-95 respirators and triple layered masks for attendees.

### Call to order and Roll Call of Board

1. Recognition of Visitors
2. Receive and File Finance Reports (pg. 13)
3. Consent Agenda
  - a. Approval of BSD Board Minutes – May 4, 2023 (pg. 21)
  - b. Approval of Vouchers – June 2023 (pg. 25)
4. Presentations:
  - a. Business Anniversaries
    - i. Astreins 50-Year Anniversary
5. New Business - Action Items
  - a. Annual Advertising Plan with Beasley Media and iHeart (pg. 4)
  - b. Intra-Fund Transfer from Marketing to Website (pg. 5)
  - c. Appointment of Carlie Quezada to Marketing & Advertising Committee (pg. 6 & 27)
6. Old Business
  - a. Discussion of Parking Advisory Committee Recommendations (pg. 6)
7. Reports
  - a. Executive Director Report (pg. 8)
  - b. Committee Reports:
    - i. Special Events – Astrein (pg. 10 & 28)
    - ii. Marketing & Advertising – Kay (pg. 10 & 30)
    - iii. Maintenance and Capital Improvements – Lipari (pg. 11 & 33)
    - iv. Business Development – McKenzie (pg. 11 & 34)
    - v. Executive Board – Pohlod (pg. 12)
  - c. Parking Report – Astrein (pg. 36)
  - d. Wayfinding - Fehan
8. Information: Announcements, Attendance, & Monthly Meeting Schedule (pg. 38 & 39)
9. Board Member Comments
10. Public Comments
11. Adjournment

### Birmingham Shopping District Mission Statement

***We strive to provide leadership in marketing, advertising and promotion of the Birmingham Shopping District.***

***We actively work to promote a district that is exciting, clean, safe and pedestrian-friendly and ensure that the district continues to serve as a center for business, service, social and community activities.***

Notice: Persons with disabilities that may require assistance for effective participation in this public meeting should contact the City Clerk's Office at the number (248) 530-1880, or (248) 644-5115 (for the hearing impaired) at least one day before the meeting to request help in mobility, visual, hearing, or other assistance. *Las personas con incapacidad que requieren algún tipo de ayuda para la participación en esta sesión pública deben ponerse en contacto con la oficina del escribano de la ciudad en el número (248) 530-1800 o al (248) 644-5115 (para las personas con incapacidad auditiva) por lo menos un día antes de la reunión para solicitar ayuda a la movilidad, visual, auditiva, o de otras asistencias.* (Title VI of the Civil Rights Act of 1964).