

City of Birmingham  
Birmingham Shopping District Meeting Minutes  
**Wednesday, April 19, 2023 - 8:00 a.m.**  
The Community House  
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Wednesday, April 19, 2023, at 8:07 a.m. at The Community House.

**1. CALL TO ORDER AND ROLL CALL OF BOARD**

**PRESENT:** Eid, Hussey, Kay, Markus, McKenzie, Pohlod, Quintal, Roberts, Surnow, Director Emeritus Fehan

**ABSENT:** Astrein, Lipari

**ADMINISTRATION:** Brook, Sheppard-Decius

**ALSO PRESENT:** Bob Kupfer

**2. RECOGNITION OF VISITORS**

**3. APPROVAL OF MINUTES**

**MOTION:** Motion by McKenzie, seconded by Kay, to approve the minutes dated March 2, 2023.

**VOTE: Yeas:** Eid, Hussey, Kay, Markus, McKenzie, Pohlod, Quintal, Roberts, Surnow  
**Nays:** none  
**Absent:** Astrein, Lipari

**4. FINANCE REPORT – SHEPPARD-DECIUS**

Sheppard-Decius explained that the reports in the board packet are from the end of February. Most of the expenses are from the spring fashion guide and the Spring Stroll. Overall, the financials are looking very strong.

Surnow shared that he visited during the Spring Stroll and that he was very pleased to see so many people attending and in downtown.

**5. APPROVAL OF VOUCHERS**

**MOTION:** Motion by Kay, seconded by Quintal, to approve the vouchers, dated April 19, 2023.

**VOTE: Yeas:** Eid, Hussey, Kay, Markus, McKenzie, Pohlod, Quintal, Surnow  
**Nays:** none  
**Absent:** Astrein, Lipari, Roberts (stepped out of room)

## 6. PRESENTATIONS

### a. Tiffany Florist

Pohlod presented Kupfer with a gift basket and items recognizing their 50 years in business in Birmingham.

### b. Village Players

Although a representative from Village Players was not in attendance, Pohlod recognized them for 100 years in Birmingham, which makes them the third oldest theater in Michigan.

## 7. NEW BUSINESS

### a. FYE 2024-26 Budget

Sheppard-Decius reported that she updated the budget since the last meeting. The Business Development Committee budget is back to \$100,000 instead of \$80,000. More money has also been allocated to Maintenance & Capital Improvements Committee to cover things like new lights for the chandeliers. The Marketing Committee has moved money within their budget, but it did not change their overall budget.

Sheppard-Decius provided the highs and lows of the fund balance through the calendar year and found that it hits its lowest point in December when it is \$400,000-\$500,000. Over the next three years, the plan is to spend down the fund balance 3%-6% which will still leave the BSD in a healthy position.

There have been some staffing changes with the merger of the special events assistant position with the Farmers Market manager position and additional hours for a seasonal employee. The PR & marketing specialist position will also change to 30 hours per week, instead of the current 15 hours per week.

**MOTION: Motion by Markus, seconded by Surnow, to approve the proposed FYE2024-2026 BSD budget as presented.**

**VOTE: Yeas: Eid, Hussey, Kay, Markus, McKenzie, Pohlod, Quintal, Roberts, Surnow**  
**Nays: none**  
**Absent: Astrein, Lipari**

### b. 2023 Marketing Budget

Sheppard-Decius explained that the committee recommended reducing the budget for Birmingham Bucks by \$2,000 and adding to Day on the Town \$2,000 in order for it to match the actual amount spent last year to promote the event.

**MOTION: Motion by Quintal, seconded by Kay, to approve the proposed marketing budget totaling \$261,044 for calendar year 2023 as presented, pending any further FYE2024 budget changes.**

**VOTE: Yeas: Eid, Hussey, Kay, Markus, McKenzie, Pohlod, Quintal, Roberts, Surnow**  
**Nays: none**  
**Absent: Astrein, Lipari**

### c. BSD Bylaws

Markus called the board's attention to page 35 of the by-laws, Section V, where it says that the BSD board shall meet on a monthly basis. He pointed out that "shall" is mandatory, not permissive. Therefore,

the board must hold at least one meeting each month. If a quorum is not present, then you cannot conduct business. However, the board is required to try to meet each month.

Pohlod inquired about committees being able to discuss topics of interest, as long as no action is taken, if a quorum is not present. Markus warned the group to be careful about such meetings. Quintal questioned why the maximum number of committee members is set to eight. Sheppard-Decius responded that more than eight could become unwieldy, and anything less than five has proven difficult to meet quorum.

**MOTION: Motion by Hussey, seconded by McKenzie, to adopt the BSD Bylaws as presented and authorize the Chairperson to execute the document on behalf of the BSD Board of Directors.**

**VOTE: Yeas: Eid, Hussey, Kay, Markus, McKenzie, Pohlod, Quintal, Roberts, Surnow  
Nays: none  
Absent: Astrein, Lipari**

**d. Strategic Plan 2023**

Sheppard-Decius shared that the board held a second meeting to prioritize the goals and objectives that were discussed at the first meeting. Some goals were designated as internal goals and some external goals. Sub goals were also identified. Work will continue on an action plan for tracking and staying on target. The group also discussed key performance indicators. Sheppard-Decius shared that she streamlined the vision statement, which would make it easier to share.

A strategic plan like this typically lasts about 3-5 years. Pohlod suggested including the strategic plan in the new board member packet.

Markus stressed the importance of having a strategic plan in place and keeping it active.

**MOTION: Motion by Quintal, seconded by Surnow, to approve the BSD Strategic Plan as presented and to direct the Committees to establish work plans based upon the goals and objectives**

**VOTE: Yeas: Eid, Hussey, Kay, Markus, McKenzie, Pohlod, Quintal, Roberts, Surnow  
Nays: none  
Absent: Astrein, Lipari**

**e. Holiday Lighting Plan**

Sheppard-Decius reported that the Maintenance and Capital Improvements Committee extensively reviewed the holiday lighting plan and different options for the coming year. DPS shared cost estimates for the lights. They estimate it costing approximately \$600 per tree.

The committee is recommending Option 2 as the best at reducing costs while keeping the high quality look.

**MOTION: Motion by Kay, seconded by McKenzie, to approve the 2023/24 holiday lighting plan option #2 which includes removing all trees per the Maintenance and Capital Improvement Committee's walk around plus the additional recommended removals and adding every other tree on South Old Woodward south of Brown St, for a total estimated cost of \$158,700 and BSD portion estimated cost of \$31,740.**

**VOTE: Yeas: Eid, Hussey, Kay, Markus, McKenzie, Pohlod, Quintal, Roberts, Surnow  
Nays: none  
Absent: Astrein, Lipari**

**f. Restaurant Promotion Plan**

Sheppard-Decius explained that the Special Events committee decided not to hold Restaurant Week in January and February. They surveyed restaurants and held a brainstorming meeting. The group liked two ideas equally. The Special Events committee would like to hold Birmingham's Rosé Soirée in June and work on more of a marketing project that would feature different restaurants later this summer.

Restaurants wishing to participate in the Rosé Soirée would have a featured dish (or menu) and pair it with a rosé wine, cocktail or mocktail. The restaurants would donate to a local charity for each featured dish and rosé beverage purchased during the promotional period – June 5-June 11. Diners who purchase the featured items will be entered into a raffle to win a \$1,000 Birmingham Bucks shopping spree.

There is \$15,000 in the budget that was not used to promote Restaurant Week that can be used for this promotion instead.

**MOTION: Motion by McKenzie, seconded by Kay, to approve up to \$15,000 for the Birmingham Rose Soiree restaurant promotion concept for June 5-11, 2023, from the Restaurant Week promotional budget**

**VOTE: Yeas: Eid, Hussey, Kay, Markus, McKenzie, Pohlod, Quintal, Roberts, Surnow  
Nays: none  
Absent: Astrein, Lipari**

**8. Old Business**

**6. REPORTS**

**a. EXECUTIVE DIRECTOR REPORT - SHEPPARD-DECIUS**

Sheppard-Decius reported that Chief Grewe was a guest speaker at the March Merchant Meeting. She also let the board know that she was on the speaker panel at a Michigan Retailer Conference at the Townsend Hotel. She will be attending the Main Street Oakland County summit tomorrow and the Main Event at the beginning of May.

Sheppard-Decius called attention to the Holiday Impact Report in the board packet. She plans to produce something similar a few times a year to highlight achievements. Fehan suggested sharing the document with the community and City Commission.

Sheppard-Decius recognized Comerford for her dedication to the BSD as she has recently reached her 30-year anniversary. The Board was interested in formally recognizing her.

**b. COMMITTEE REPORTS:**

**SPECIAL EVENTS – SHEPPARD-DECIUS**

Sheppard-Decius shared that the committee discussed the restaurant promotion ideas from earlier in the meeting. The Spring Stroll event went well. We had wonderful weather and a great turnout from attendees. The Farmers Market will open on May 7.

**MARKETING & ADVERTISING - KAY**

Kay reported that the spring photo shoot went well. The finished products should be ready to share at the next board meeting. The teasers shared on Instagram received a great response.

Sheppard-Decius added that they are working on year-long marketing and ad plans.

## **MAINTENANCE/CAPITAL IMPROVEMENTS – POHLOD**

Pohlod reported that the committee had completed their discussion of holiday lighting and is now looking into making improvements to the alleys. Markus shared that the City will be rebuilding some of the alleys this year. Therefore, he advised having a conversation with the engineering department.

## **BUSINESS DEVELOPMENT - MCKENZIE**

McKenzie shared that the Business Mix Analysis will be presented next month. Two potential committee members attended the last meeting and shared new perspectives. The committee would like to prepare more materials to assist brokers.

## **EXECUTIVE COMMITTEE REPORT - POHLOD**

No meeting was held, due to a lack of quorum.

### **c. PARKING REPORT – SHEPPARD-DECIUS**

Sheppard-Decius reported that the parking advisory board is looking into increasing fines assessed for parking tickets and the fees for monthly parkers in the structures.

### **d. WAYFINDING REPORT – FEHAN**

Fehan shared that the newly hired consultants, Corbin Design from Traverse City, attended the last Wayfinding meeting and toured the city. He will bring more information from them to the next board meeting.

## **7. UNFINISHED BUSINESS**

None

## **9. INFORMATION**

- a. Retail Activity** – provided in packet
- b. Announcements** – no new announcements
- c. Letters, Board Attendance & Monthly Meeting Schedule** – provided in packet

## **10. PUBLIC COMMENTS**

Pohlod explained that the new by-laws offer an opportunity for board member absences to be excused. This will begin at the next meeting.

Markus suggested using a consent agenda at future meetings to help streamline the meetings. He also shared that the N. Old Woodward parking structure is undergoing repairs and the discussion of its future will need to be revisited soon. Markus called attention to the fact that Commission would be working on

a marijuana ordinance at its next meeting. He feels it is important for them to have guidelines in place before members of the public start petitioning for specific locations.

**11. ADJOURNMENT – 9:57 A.M.**

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

  
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Amy Pohlad, BSD Board Chair

5/4/2023  
\_\_\_\_\_  
Date

APPROVED