

City of Birmingham
Birmingham Shopping District Meeting Minutes
Thursday, August 3, 2023 - 8:30 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, August 3, 2023, at 8:34 a.m. at The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, Ecker, Eid, Hussey, Kay, Lipari, Pohlod, Roberts, Surnow, Director Emeritus Fehan

ABSENT: McKenzie, Quintal

ADMINISTRATION: Brook, Sheppard-Decius

GUESTS: Floyd A. Simmons, Steve Coval

2. RECOGNITION OF VISITORS

3. FINANCE REPORT – SHEPPARD-DECIUS

Sheppard-Decius shared that the BSD is sitting well this fiscal year. Numbers are not yet finalized. The year-end balance that currently looks like it is over \$300,000 will drop. It will probably end closer to \$250,000.

4. APPROVAL OF CONSENT AGENDA

MOTION: Motion by Kay, seconded by Astrein, to approve the consent agenda for August 3, 2023, as presented.

VOTE: Yeas: Astrein, Ecker, Eid, Hussey, Kay, Pohlod, Roberts, Surnow

Nays: none

Absent: McKenzie, Quintal, Lipari

Motion passed.

5. PRESENTATIONS

Pohlod recognized Cristion's for being in business for more than 25 years in Birmingham. Coval thanked the board for the recognition and shared that he enjoys being a part of the community.

6. NEW BUSINESS

a. Committee Appointments

MOTION: Motion by Astrein, seconded by Surnow, to appoint Julie Sloan of Shop Loyal to the Marketing & Advertising Committee, and Minna Sharrak to the Business Development Committee.

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

Motion passed.

b. 2024 Draft Event Plan

Pohlod shared that the Special Events Committee and the Marketing and Advertising Committee held a joint meeting to discuss recommendations for next year. Although the group liked the Rose Soiree, they propose trying a new event called the "Birminghamburger" in October 2024 instead of continuing the Rose Soiree.

The group also discussed how to help bring the different parts of the district together. They would like to explore the possibility of having a trolley along Old Woodward. They may also want to shift the Art Walk to September instead of October.

The Special Events Committee will work to finalize the calendar.

MOTION: Motion by Hussey, seconded by Kay, to approve the draft 2024 event plan for the BSD as presented and to direct the Special Events Committee to finalize the calendar of events, event budgets, and to further develop the winter shopping promotion for final approval by the Board of Directors.

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

Motion passed.

7. OLD BUSINESS

a. Public Valet at Daxton

Sheppard-Decius reported that she a draft of the valet agreement had a 90-day clause to cancel the contract. The city is planning to move forward with cancelation. There is currently no other public valet. Therefore, there is no reason to restrict Daxton.

All new lease agreements with the City will require public access to valet but will not limit the price. Astrein questioned why valet agreements do not go through the Parking Advisory Committee. He suggested standards and guidelines be created.

8. REPORTS

a. EXECUTIVE DIRECTOR REPORT - SHEPPARD-DECIUS

Sheppard-Decius reported that we still need volunteers for the Cruise Event. One of the Farmers Market seasonal assistants was let go. It was a mutual decision as she said she was no longer able to lift heavy tents. DPS has helped with their seasonal staff.

Executive Committee elections will take place in January, per the new by-laws. Requirements include the board chair, vice chair, a secretary, two committee chairs and the city manager. The secretary position will review minutes before board meetings and be needed if there were a closed session.

Board position applications for those whose terms are expiring will go out in August and then go to Commission in October. Sheppard-Decius encouraged current board members to reapply.

She shared that she is finalizing staff performance reviews. She will follow City guidelines.

Pohlod suggested doing a 6-month review of Sheppard-Decius that would focus on her initial three goals of creating by-laws and a strategic plan and organizing the financials. Pohlod will send an email to board members for their feedback.

Sheppard-Decius reported that the BSD has gotten great media coverage lately with Day On The Town and stories on WXYZ and FOX2.

The City has updated their parking fines. The old Mountain King was demolished. A five-story development will be replacing it.

b. COMMITTEE REPORTS:

SPECIAL EVENTS – ASTREIN

Astrein shared that the committee discussed the “Birminghamburger” event idea. He also reported that Day On The Town was very successful. Sheppard-Decius added that it is difficult to fill the gaps in front of businesses that choose not to come outside.

MARKETING & ADVERTISING - KAY

Kay reported that DPS installed the new light pole banners. Ecker shared that the 555 Building complained about the wording on the banners, but it is the same wording as the previous banners.

Kay added that there would be other banners on the opposite poles.

Sheppard-Decius explained that they are working on new logo variations for events. This will be an extension of the new branding that will evolve over time.

MAINTENANCE/CAPITAL IMPROVEMENTS – LIPARI

Lipari shared that they took a walking tour of the triangle district. They see a lot of potential in that area when the new development is complete.

Ecker explained that Brown is currently being redone. The Woodward Avenue intersection will be under construction in the fall. It is an MDOT project that will add a full pedestrian crosswalk.

BUSINESS DEVELOPMENT – SHEPPARD-DECIUS

Sheppard-Decius shared that the downtown usage survey is live and over 150 people have already responded. The committee discussed the business video features to make sure that the content will work as a recruitment tool.

A contract for Alpha Map 5000 is in the works to help pull market data.

EXECUTIVE COMMITTEE REPORT - POHLOD

The committee reviewed the board requirements and special assessment caps.

c. PARKING REPORT

No report given.

d. WAYFINDING REPORT

No meeting held.

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 – 9:48 A.M.

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

APPROVED



Amy Pohlod, BSD Board Chair

9/17/2023

Date