



Executive Committee Meeting

September 29, 2022, 8:30 AM
151 Martin Street, Birmingham, MI
City Hall Conference Rooms 202 & 203

Committee Members: Jeff Hockman, Chair; Richard Astrein, Tom Markus, Amy Pohlod, Bill Roberts, Doug Fehan

Staff: Jana Ecker, BSD Interim Executive Director, Erika Bassett, PR Specialist

AGENDA

1. Welcome and Attendance
2. Approval of Minutes: **August 24, 2022**
3. Public Comment
4. Updates:
 - a) Special Events Committee
 - b) Marketing and Advertising Committee
 - c) Capital Improvements and Maintenance Committee
 - d) Business Development Committee
5. BSD Special Assessment Update
6. Other Business
7. Upcoming Meetings/Events
 - a) Business Development Committee – October 4, 2022 at 8:30 a.m.
 - b) BSD Board Meeting – Thursday, October 6, 2022, at 8:30 a.m.
 - c) Capital Improvements Committee – October 11, 2022, at 8:30 a.m.
 - d) Special Events Committee – October 14, 2022 at 8:30 a.m.
 - e) Advertising Committee – October 20, 2022, at 8:30 a.m.
 - f) Executive Committee – October 27, 2022, at 8:30 a.m.

Executive Committee Meeting Minutes
151 Martin Street, Conference Room 203
August 24, 2022
8:30 a.m.

J. Ecker called the meeting to order at 8:34 a.m.

In Attendance: J. Hockman, B. Roberts, J. Ecker, A. Pohlod, C. Galli, T. Markus

Absent: R. Astrein, D. Fehan

There was no public comment.

Approval of minutes: Motion for approval of the minutes dated July 27, 2022 made by Pohlod and seconded by Roberts.

Yeas: Hockman, Roberts, Pohlod, Markus

Nays: None

Updates:

A) Ecker updated the committee about Special Events and that the committee has not met since June.

B) Pohlod updated the committee on the Marketing Committee's efforts about the holiday gift guide and not doing a photo shoot. They are looking to pull from different demographics possibly in the Grosse Pointe area. Another option is adding heavier paper to the cover of the ad in the magazines to draw attention to it. The committee is looking into those costs.

Pohlod brought examples of new logo options that will be presented to the board for the committee to see. The fonts are a little different from on the BSD website so they are looking into costs of buying the rights to the fonts.

Pohlod announced she would be stepping down from the special events committee and appointing Z. Kay as chair of the marketing committee.

C) The Capital Improvements and Maintenance Committee did not meet last month

D) Ecker updated the committee with the business analysis mix and discussions continued about how to improve the analysis. Additions included adding a table to see businesses that would be opening in the future and their impact on the tenant mix. Roberts inquired about the number of restaurants and the committee discussed comparison cities that will be used in the final analysis.

BSD Special Assessment Update

Ecker updated the committee on the timeline of events for the upcoming special assessment renewal. She also discussed how the assessment would be presented to the BSD board and the City Commission and asked for feedback. The committee discussed in detail the amount of fund balance required over the upcoming term. Ecker presented examples of different assessment

rates that would be required based on the fund balance that the BSD board wished to maintain. Ecker advised that it is recommended that the BSD request a four year renewal term for the special assessment. Ecker noted that the assessment payment schedule is based on the calendar year and the BSD budget is based on the fiscal year, so there are some challenges with the fund balance and payouts. After much discussion, the committee recommended keeping the special assessment amount the same for years 1 and 2 and recommended increase the amount by \$0.05 the third year. This rate increase would apply to all floors, based on the percentages previously used.

Other Business: Second Interviews for the Executive Director will be conducted on August 31, 2022.

Meeting adjourned at 9:30 a.m.

NEXT MEETING: Tuesday, September 28, 2022 at 8:30 a.m.