

Executive Committee Meeting Minutes
151 Martin Street, Conference Room 203
July 27, 2022
8:30 a.m.

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

In Attendance: J. Hockman, B. Roberts, D. Fehan, R. Astrein (arrived at 9:05 a.m.), J. Ecker, A. Pohlod, C. Galli

Absent: T. Markus

There was no public comment.

Approval of minutes: Motion for approval of the minutes dated May 31, 2022 made by Pohlod and seconded by Roberts.

Yeas: Hockman, Roberts, Fehan, Astrein, Pohlod

Nays: None

Updates:

A) Ecker updated the committee on the upcoming Day on the Town special event, and stated that there are 10 more vendors participating than in years past. Ecker advised that movie nights were also going well, and that the Farmers Market will be celebrating its 20th season on August 7th with a ceremony at 10 a.m., music, kids activities, and a petting zoo.

Roberts brought up the concern of getting vendors off the street and the streets back open as soon as possible after Day on the Town.

B) Pohlod updated committee on the Marketing Committee's efforts and advised that there will not be a fall video or fashion shoot. The committee members felt it was too close to the winter campaign. The Marketing Committee will be making the winter campaign bigger and will be using archived videos to enhance the program.

Pohlod discussed the Marketing Committee moving around funds to adopt a program that would pull numbers from the website and social media to have a more up to date function and see how trends are moving.

Pohlod discussed the Birmingham Bucks program and advised that there were not many people turning receipts in for the S. Old Woodward construction area program, but also few complaints about the program in general. There will be a resolution going to the board soon about doing another weekend program, but this time it will be 10 days that will include 2 weekends and a week for all businesses.

Fehan brought up discussions that the Marketing Committee had about adopting the new City logo and putting the BSD words under it. Pohlod then added that the Marketing Committee is finalizing colors for the updated logos.

Fehan and Ecker both talked about the Wayfinding committee and all of rollout completed with respect to the change over to the new City logo. For example, DPS vehicles, park signage, electronic documents and the water tower have all been approved with new logo applications. Ecker also advised that the library will be updating their logo as well.

Ecker brought up a complaint from a business that felt the “all businesses open during construction” signage along the west side of Woodward Ave. south of Haynes Street blocked the view of the stores too much. Committee members disagreed, and recommended keeping up the signage. Ecker advised that the S. Old Woodward construction is on time and progressing well.

C) Ecker updated the committee members about possible dates for the DPS Luncheon based on DPS availability. The August 4 and 11 dates provided will not work as Pohlod will be out of the country the first two weeks in August, and she will be organizing the food. Ecker will ask DPS for more availability. Hockman stated that he disagreed on the latest dictate by the City Attorney that public funds could not be used for the DPS appreciation lunch and other similar events. Pohlod said the power-washing schedule was updated and will be happening in the streets.

Costar Account Update

Roberts asked what this entailed and Ecker updated about the details of the contract that was executed in 2018 by former Executive Director Tighe, without approval of the BSD board. Terms and conditions regarding termination and penalties were discussed. Pohlod said to make the recommendation to terminate the contract. Hockman said the committee recommends that we terminate the contract at the August meeting.

Retail Recruiter RFP:

Hockman discussed they are looking to move forward and continue the momentum.

Recruitment Process for new Executive Director: Ecker updated committee members and advised that there are 5 candidates that will be in the interview process. Hockman asked about the process of the interview. Ecker advised there will be evaluations done by each member of the panel, there will be a second round of interviews, a background check of the preferred candidate, and then the hiring panel will make a recommendation to the full BSD board.

Other Business: Hockman asked about pay raises for staff. Ecker advised that the annual evaluation process is in the works along with City wide staff evaluations.

Meeting adjourned at 9:45 a.m.

NEXT MEETING: Tuesday, August 24, 2022 at 8:30 a.m.