

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

A. Pohlod called the meeting to order at 8:41 a.m.

In Attendance: B. Roberts, D. Fehan, A. Pohlod, R. Astrein, C. Sheppard-Decius, J. Ecker, E. Bassett

Absent: T. Markus, J. Hockman

Approval of Minutes: Motion for approval of the minutes dated September 29, 2022 made by Astrein and seconded by Roberts.

Yeas: Astrein, Roberts, Pohlod

Nays: None

There was no public comment.

Updates:

Pohlod mentioned Hockman's last Executive Committee meeting will be in November. Ecker advised Lundberg will not continue as a member of the Board once her current term expires. Lundberg plans to remain on the Marketing Committee. The Committee discussed encouraging Beth Hussey and Kamala Cummings to apply for the BSD Board.

A) Special Events Committee:

- a. Astrein reported holiday events are on track this year. Ecker confirmed the Fire Department will be transporting Santa to the *Santa Walk*. Astrein reported that *Winter Markt* will feature Sandra Ali as emcee and many vendors have committed. Ecker reported the Community House is not returning as the non-profit for beverage sales. Staff to move forward with Christ Child for participation.
- b. Astrein reported that the *Big Night Out* event was successful. Fehan requested BSD receive more sponsor recognition in future years, as the event develops.
- c. Astrein reported that the *Restaurant Week* event will continue as scheduled for this year, and that moving it has been discussed for future years. Roberts reported he prefers the current Jan/Feb timeframe.

B) Marketing & Advertising Committee:

- a. Pohlod reported that the *Holiday Gift Guide* is complete and will be inserted in the November issue of SEEN Magazine. Bassett advised that additional inserts will be direct mailed to Grosse Pointe and additional gift guide copies will be delivered to the BSD office. The digital version and video are in progress.
- b. Pohlod advised that the holiday marketing budget is approved and advertising spend will be approximately \$45,000. Ecker advised that media contracts over \$6,000 should be approved by the Board, despite prior budget approval. Staff recommended developing an annual marketing plan to streamline marketing and

media contract review. Pohlod will send Sheppard-Decius the annual marketing calendar.

- c. Astrein reported that the Parking system historically provided funds for holiday marketing in exchange for the promotion of parking in BSD advertising. Astrein and Ecker will request \$25,000 at the Advisory Parking Committee meeting on Wednesday, November 2.
- d. Sheppard-Decius reported that South Old Woodward promotional Birmingham Bucks programs are nearing completion and approximately \$16,000 remains in the promotional budget, which could be allocated to holiday promotions.

C) Maintenance & Capital Improvements Committee:

- a. Ecker reported that sidewalk powerwashing is complete and holiday lights are being installed. She reported that there will be no lights on the new trees along S. Old Woodward Avenue due to potential tree damage and warranty restrictions. Pohlod requested that lights continue to be installed on the existing trees from Landon to Lincoln and in the triangle lawn area.
- b. Ecker reported that DTE is working to install light poles, which contain the electrical source.
- c. The Committee requested a review of lighting in the South Old Woodward Avenue area.

D) Business Development:

- a. Bassett reported that McKenzie presented the Greenwich, CT analysis and is updating the Business Mix Analysis for review at the November meeting.

Upcoming Board Actions:

A) *The Great Decorate Sponsorship:* The Committee discussed event details and recommends the following sponsorship: \$3,500, inclusion in some BSD holiday marketing and a Birmingham Bucks promotion (details TBD). The Committee requests the sponsorship include promotion of the BSD on various *The Great Decorate* promotional materials and press, and that event organizers connect with more S. Old Woodward Avenue businesses to request participation, to raise awareness and increase foot traffic to the area. The Committee discussed the need for the development of a sponsorship policy to guide future sponsorship discussions and requests.

B) *Small Business Saturday Birmingham Bucks Promotion:* The Committee recommends allocating \$10,000 of the remaining S. Old Woodward Avenue Birmingham Bucks budget to a *Small Business Saturday* promotion. The Committee recommends offering \$25 for every \$100 spent from Saturday, November 26-Sunday, November 27, with a promotional cap of \$10,000.

C) *2023 Calendar of Events:* Sheppard-Decius reported that this will be in the November Board packet.

D) *2023 Board and Committee Meeting Schedule:* Sheppard-Decius reported that this will be in the November Board packet.

E) *Executive Committee Appointments:* Sheppard-Decius advised that by-laws should be established to dictate the process and that Executive Committee members should be

elected by the Board, annually or bi-annually. Pohlod recommended candidates for the Executive Committee should include Committee Chairs. The Committee advised that McKenzie is interested and would be a good addition to the Executive Committee. Roberts requested the Committee consider adding a retailer to balance the Committee.

Other Business:

- A) BSD Special Assessment Update:** Ecker advised that feedback was positive at the Commission meeting on October 24.
- B) 2023/24 Goals & Objectives:** Sheppard-Decius requested goals and objectives be established for each Committee and the Board as the BSD works on budget development. The Committee recommends scheduling a half- to full-day planning session with Committee and Board members in January, to develop goals and objectives. Ecker advised that budget expenditure projections are due at the end of December 2022 and that budget revenue projections are due mid-January 2023.

Upcoming Meetings:

- A) Business Development Committee:** Tuesday, November 1, 2022 at 8:30 a.m.
- B) BSD Board Meeting:** Thursday, November 3, 2022 at 8:30 a.m.
- C) Maintenance & Capital Improvements:** Tuesday, November 8, 2022 at 8:30 a.m.
- D) Special Events Committee:** Friday, November 11, 2022 at 8:30 a.m.
- E) Marketing & Advertising Committee:** Thursday, November 17, 2022 at 8:30 a.m.
- F) Executive Committee:** Due to the November and December holidays, the Committee revised the meeting schedule as follows:
 - a. Wednesday, November 30, 2022 at 8:30 a.m.
 - b. December: Canceled
 - c. January: Tuesday, January 3, 2023 at 8:30 a.m.

Meeting adjourned at 10:15 a.m.

NEXT MEETING: Wednesday, November 30, 2022 at 8:30 a.m.