

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

A. Pohlod called the meeting to order at 8:38 a.m.

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

Absent: M. McKenzie

Approval of Minutes: Motion for approval of the minutes dated October 27, 2022 made by Astrein and seconded by Markus.

Yeas: Roberts, Pohlod, Fehan

Nays: None

There was no public comment.

Updates:

A) Special Events Committee:

- a. Astrein reported that Santa Walk was a success and that many local families showed up for the event.
- b. Astrein reported that Winter Markt set-up was coming along in preparation for the upcoming event.
- c. Sheppard-Decius reported that the *The Great Decorate* Birmingham Bucks promotion occurred on *Giving Tuesday*, November 29, though results were not yet in from Beth Hussey.

B) Marketing & Advertising Committee:

- a. Bassett reported that all holiday advertising is currently running and that there has been a lot of engagement thus far.
- b. Pohlod requested that staff send any upcoming live news segment dates to the Committee

C) Maintenance & Capital Improvements Committee:

- a. Sheppard-Decius reported that the Committee is working on lighting. Markus reported that DPS is currently having difficulty keeping up with the demands of the holiday lights installation, given the time-consuming nature of the wrapping process and additional trees in the downtown area. Markus advised that the City pays for the Shain Park holiday lights and that the cost and labor for lighting the downtown is continuously increasing. He advised that the BSD is not proportionately sharing the increased cost. Reducing the number of wrapped trees, outsourcing some of the work, and adding additional chandelier installations to the areas north and south of the core downtown area were all suggested as a potential ways to reduce costs. Sheppard-Decius advised that the Committee would explore the options.

D) Business Development:

- a. Sheppard-Decius reported that the Business Development Committee did not meet.

New Business:

A) Holiday Lights – DPS Update:

This was discussed during the Maintenance Committee update.

B) FYE 2024 Budget Planning:

Sheppard-Decius reported that she is currently working on the budget and requested input from the Executive Committee. Pohlod advised that reserve funds were used over the past couple of years for various construction projects and COVID. This year, the goal is to build back some of the reserve funds. Pohlod also reported that the Birmingham Bucks budget for next year should be less as these promotions may not be necessary for the upcoming fiscal year. Astrein advised that the Dream Cruise event is a large expense and sponsorships are critical in covering expenses. Markus advised that an RFP process for sponsors was completed in the past and the BSD may want to potentially revisit that process for the 2023 Birmingham Cruise Event.

C) Board and Committee Retreat:

The Committee discussed the upcoming board and committee strategic planning retreat, with a suggested date of February 6 starting at 8:30 a.m. Sheppard-Decius will check into room availability on that date at the Ice Arena, Townsend and Baldwin Public Library. Markus advised that Sheppard-Decius invite Parking System Manager, Aaron Ford to the retreat.

D) City Long Range Planning:

Sheppard-Decius presented the 2022 BSD plan for review. The Committee advised that the following topics should be addressed/included in developing the BSD's plan for 2023.

- Wayfinding (assistance with the City's process that is currently underway)
- Farmers Market Pavilion/Structure over Lot 6
- City Strategic Plan
- Large properties opening
- Addressing vacant office space

E) Bylaws and Committee Roster Review

Sheppard-Decius presented a stock DDA template to be modified by the BSD to serve as operational guidelines. The goal is to have this completed sometime in February. The following elements were discussed:

- Public Comment – occur at the end of the meeting. Chair should have the ability to limit time
- Attendance Requirements – Two-thirds, not including excused absences
- Committees – Establish the core committees. Each Board member must sit on at least one committee and may Chair only one committee at a time. Every committee must have at least one Board member.
- Executive Committee – Consider who should be on this committee. Establish guidelines.
- Secretary and Treasurer Section – remove.

- Replacement/Vacancies – update.

Board Anticipated Action Items:

A) Meeting Schedule

Approved.

B) Payable Exceptions: Winter Planter Décor and Sound Equipment for Winter Markt:

Sheppard-Decius advised that only one quote was received for each. She also advised that the sound equipment costs increased.

Old Business:

A) BSD Assessment/Roll – FYE2022 Projection

No objections.

Upcoming Meetings:

A) Business Development Committee: December 20, 2022 at 8:30 a.m.

B) BSD Board Meeting: January 5, 2023 at 8:30 a.m.

C) Maintenance & Capital Improvements: December 13, 2022 at 8:30 a.m.

D) Special Events Committee: December 9, 2022 at 8:30 a.m.

E) Marketing & Advertising Committee: December 15, 2022 at 8:30 a.m.

F) Executive Committee: January 3, 2023 at 8:30 a.m.

Meeting adjourned at 10:08 a.m.

NEXT MEETING: January 3, 2023 at 8:30 a.m.