

Executive Committee Meeting Minutes
151 Martin Street, Conference Room 203
January 3, 2022
8:30 a.m.

A. Pohlod called the meeting to order at 8:35 a.m.

In Attendance: A.Pohlod, B. Roberts, D. Fehan, M. McKenzie, C. Sheppard-Decius, M. Comerford

Absent: T. Markus, R. Astrein

Approval of Minutes: Motion for approval of the minutes dated November 30, 2022, made by McKenzie and seconded by Roberts.

Yeas: Roberts, Pohlod, Fehan

Nays: None

There was no public comment.

Updates:

A) Special Events Committee:

- a. Sheppard-Decius reported that Winter Markt and Santa House were successful and well attended.
- b. Sheppard-Decius reported that Restaurant Week is paused until January 24 meeting.
- c. Roberts talked about doing a spring event for Restaurant Week basing it around pink and rosé.

B) Marketing & Advertising Committee:

- a. Sheppard-Decius reported Spring Fashion guide will continue. Pohlod added that both men and women will be featured.
- b. Pohlod said that Bonus Bucks are not bringing people in town.
- c. Sheppard-Decius is sending out a survey to see how the holidays went. Roberts said the year didn't finish well.

C) Maintenance & Capital Improvements Committee:

- a. Sheppard-Decius reported that she received the cost per tree for lighting (\$550/tree). Also reported that there are 77 more trees due to South Old Woodward construction, which will bring the cost to \$215,000. The Maintenance Committee is going to walk around town on January 5 to see where cut backs can be made. Pohlod stated that we can only pay what we can within our budget.

D) Business Development:

- a. Sheppard-Decius reported that she will review the RFP for Retail Recruiter and modify to add an incentive for local brokers. Also reported that she will be creating a new business/welcome packet. McKenzie is working on analytics of business mix. Sheppard-Decius said that the BSD will need 1-2 months to pull together accuracy of current businesses.

New Business:

A) Bylaws:

Sheppard-Decius discussed whether they should allow outside people be a Committee Chair. She stated that we need to have a secretary position for the Board, they would be more of an overseer. Secretary will not be on Executive Committee. City Manager needs to be on the Executive committee.

B) BSD Strategic Planning Meeting:

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) Anniversary Gifts update:

Sheppard-Decius reported that there are several watercolors from 2021. They are discussing changing some of the items for the higher number of years in business. Roberts suggested having a press release. Fehan suggested framing the watercolor with a plate that says name of business and years and do away with the other things like fruit basket and flowers. Sheppard-Decius stated that the Executive Committee needs to present to Business Development committee to recommend changes.

D) Payable Process:

Sheppard-Decius reported that the Board should put forth a resolution authorizing the Executive Director to approve payables of purchase under \$2,500 at an upcoming meeting.

Board Anticipated Action Items:

A) Summer Floral Planters – Option to Renew Contract:

Will be in Board packet.

B) Hanging Baskets – Option to Renew Contract + Additional Baskets:

Sheppard-Decius advised that the contract is being reviewed by the City Attorney to see if we can add 54 more baskets with extension.

Old Business:

Upcoming Meetings:

- BSD Board Meeting –January 5, 2022, at 8:30 a.m.
- Maintenance & Capital Improvements Committee – January 10, 2023, at 8:30 a.m.
- Special Events Committee – January 13, 2023, at 8:30 a.m.

- Marketing & Advertising Committee – January 19, 2023, at 8:30 a.m.
- Business Development Committee – January 24, 2023, at 8:30 a.m.
- Executive Committee – January 25, 2023, at 8:30 a.m.

Meeting adjourned at 10:07 a.m.

NEXT MEETING: January 25, 2023 at 8:30 a.m.

APPROVED