

Executive Committee Meeting Minutes
151 Martin Street, Conference Room 203
February 17, 2023
8:30 a.m.

A. Pohlod called the meeting to order at 8:30 a.m.

In Attendance: A.Pohlod, B. Roberts, D. Fehan, M. McKenzie, T. Markus, R. Astrein, C. Sheppard-Decius, N. Gerkey

Absent: None

Approval of Minutes: Motion for approval of the minutes dated January 25, 2023, made by Markus and seconded by McKenzie.

Yeas: Roberts, Pohlod, Fehan, Astrein

Nays: None

There was no public comment.

Updates:

A) Special Events Committee

Sheppard-Decius stated that the upcoming events will be Spring Stroll, Farmers Market, Movie Nights, and Day on the Town. Astrein mentioned updates on the Restaurant Promotion, and the committee is looking to finalize a decision soon. Sheppard-Decius added that there are two promotion ideas – Rosé Promotion for a charity and the other is highlighting a restaurant per week for an extended period of time. It was also said that Restaurant Week needs to be concise and charitable, so there are still discussions on what the final promotion will be. Pohlod mentioned that business profiles need to be sustainable so they can continue frequently. Roberts added that video promotions do really well, such as informal interviews with various restaurateurs and business owners.

B) Marketing & Advertising Committee

Sheppard-Decius stated that the Spring Issue is in the works. Seen Media is doing a spread, 4 pages for \$8,000. Pohlod said that the focus is on businesses. She mentioned highlighting stores like Serena & Lily and Tallulah, and the models will be business owners. There will also be reels and behind the scenes footage captured.

C) Maintenance & Capital Improvements Committee

Sheppard-Decius stated that holiday lights are almost there in terms of establishing an agreement for 2024. She said that DPS has options, and are headed in a good direction with balancing the budget and the overall look. Pohlod mentioned she saw the testing of every other tree being lit and it made a difference.

D) Business Development

Sheppard-Decius said there wasn't a business development meeting this past month. Pohlod reported that CB2 had their grand opening on February 16, 2023, and that there should be a post about the opening and the building transformation. Markus suggested that a board meeting be hosted at CB2 to tour the building, understand the transformation, and see the corporate offices. Sheppard-Decius mentioned that Crain reached out about

the broker/property owner incentive. The committee mentioned having a small business incentive with rising property costs. Markus brought up the idea of making adjustments to second floor businesses, such as zoning policies, permitted use, and special use. Sheppard-Decius also mentioned that Hastens has left their current location and will be moving further down on Woodward.

New Business:

A) Strategic Planning Draft

Sheppard-Decius stated that she's working on a draft from the Strategic Planning Meeting for the Board Meeting, and will be putting together a small presentation for talking points.

Board Anticipated Action Items:

A) FYE2023/2024 Budget

Sheppard-Decius reported that the budget is projecting lower than the current year depending on final assessment numbers and personnel costs. The budget needs to be finalized for the June City Commission Meeting. Pohlod mentioned that even though we are projected under-budget for the year that there should be efforts to build up the fund balance. Markus suggested setting a policy for the fund balance to determine a number or percent each year. Sheppard-Decius stated that under the "business personnel" section that there are a few staffing updates. She said that DPS is showering lower than expected in overtime budget. She also said that she would like to combine the Events/Office Assistant and Assistant Market Manager roles. Additionally, she'd like to add 10 hours per week to the PR Specialist role, taking that position from part time to full time with added benefits since it is a shared position with the City Manager's office for Communications. These requests would be brought to the Board, then City Commission with intention to start in July.

B) 2023 Marketing Budget

Sheppard-Decius stated that she placed printing and publishing together in the budget and moved things around for promotions. McKenzie said that the Birmingham Bucks budget was cut significantly, and Sheppard-Decius added that she'd like to come up with a new gift card item or app to encourage frequency in Birmingham.

C) Website URL

Pohlod stated that the domain of the website is looking to be changed from allinbirmingham.com to downtownbirmingham.com. It was recommended by the committee that the domain is purchased as soon as possible.

D) Bylaws

Sheppard-Decius reported that she is working with the attorney to finalize the bylaws and will push to the April Board Meeting.

Old Business:

A) Summer Floral Planters – New Contract

Sheppard-Decius stated that it will cost \$6,100 for planters – double what it was last year. Quotes were received from two other service providers that were even higher than Mosher.

B) Website Hosting, Maintenance Renewal & Additional Updates

Sheppard-Decius mentioned that she's been working on getting quotes for website hosting, but it's been a struggle because a lot of companies do not use Atlantis. She stated that there will be a 6 month contract with Miles in the meantime. Pohlod stated that she will reach out to developers to get contacts with potential leads. Staff to provide Pohlod with the specifications needed.

C) 2023 Event Budget Update

Sheppard-Decius reported that there were some modifications. The budget was adjusted because city costs and the bill from Sunbelt were entered twice, and there was a credit that was found. The costs were lowered to \$230,000, meaning that there is a bit of room for another event, promotion, or just as a cushion for rising costs.

Upcoming Meetings:

- BSD Board Meeting – March 2, 2023, at 8:30am
- Maintenance & Capital Improvements Committee – March, 14, 2023, at 8:30 a.m.
- Special Events Committee – March 10, 2023, at 8:30 a.m.
- Marketing & Advertising Committee – March 16, 2023, at 8:30 a.m.
- Business Development Committee – February 28, 2023, at 8:30 a.m.
- Executive Committee – April 5, 2023, at 8:30 a.m.

Meeting adjourned at 9:49 a.m.

APPROVED