

**Executive Committee Meeting Minutes**  
**151 Martin Street, Conference Rooms 202 & 203**  
**May 24, 2023 at 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  
**Staff:** C. Sheppard-Decius  
**Absent:** R. Astrein

**Approval of Minutes:** Motion of approval for the minutes dated February 17, 2023, April 10, 2023, and April 26, 2023, made by T. Markus and seconded by M. McKenzie.

Yeas: A. Pohlod, B. Roberts, M. McKenzie, T. Markus, D. Fehan  
Nays:

**There was no public comment**

**Board Anticipated Action Items & Presentations**

Business Anniversaries to be recognized: Sheppard-Decius reported that Astreins will be recognized at the upcoming Board Meeting on June 1, 2023.

Annual Advertising Plan – Contract Approvals for Beasley Media and iHeart  
Sheppard-Decius is recommending the committee not go forward with Audacy, like in past years. She added that Beasley provides more customer service in terms of adjusting campaigns as they go. McKenzie noted that there is no change in the overall budget, but instead just utilizing two agencies instead of three. Pohlod suggested making a list of bullet points for the Board to explain the details in regard to the budget and marketing strategy. Sheppard-Decius noted that the goal is to move to more digital as opposed to traditional print media.

**Marketing Committee Appointments**

Sheppard-Decius noted that Carlie Quedaza is interested in joining Marketing Committee, even though she is already on Business Development. Pohlod noted that there is room on the committees and there is a need for new board members as well. Sheppard-Decius added that Julie Sloan is also interested in joining the Marketing Committee, however there is a need to be aware of conflict of interest when it comes time to for voting. McKenzie suggested that Julie attend a few meetings to see if it's a good fit, then go from there. Sheppard-Decius confirmed that Carlie Quedaza will be appointed to Marketing Committee, but will hold off on approving Julie Sloan's application.

**Committee Updates**

Sheppard-Decius reported that the Rosé Soirée has about 15 participating restaurants on board, and that marketing materials are completed. Pohlod questioned whether there will be a list of participating restaurants at the Board Meeting. Sheppard-Decius said there were 11 restaurants participating last restaurant week. She added that movie nights are coming up, the first one being June 9. She noted that the Thursday night promotion was brought up at the

most recent merchant meeting, and most merchants were in agreement on waiting for the holidays and having a block of late night shopping days as opposed to just one day per month.

### **New Business**

#### **Parking Recommendations**

Sheppard-Decius mentioned the five strike rule and the increase of ticket prices to \$100 as discussed at the previous Board Meeting. Fehan suggested to look at the data, review the data, and make an informed decision. Pohlod added that there is concern that people will not return to Birmingham if this is put into place. The committee agreed that this topic should be discussed further at the Board Meeting.

#### **Board Meeting Locations for FYE2024**

Sheppard-Decius stated that there has been a search for a new location for Board Meetings and has made contact with WorkCo, The Townsend, StartupNation, and others. Other committee members suggested the Library, Hazel's, and other local venues. The committee agreed that it would be good to move the meetings to different locations periodically.

#### **Advisory/Focus Groups**

Sheppard-Decius mentioned creating focus groups for North Old Woodward, the Triangle District, and also suggested a tourism group. She added for the tourism group including not only hotels, but other assets such as the museum. Sheppard-Decius also inquired if a Downtown Resident Advisory Group would be beneficial to create. Pohlod stated that it would be a great addition for more people to be involved.

### **Old Business**

#### **Strategic Plan – Action Plan Assignments**

Pohlod suggested meeting with Sheppard-Decius to sit down and go through the action items for the strategic plan so that way all committees understand their assignments moving forward. She also added having a meeting for the committee heads in mid-June.

### **Call to Committee**

Pohlod stated that the Board will be evaluating moving back the Board Meetings to 8 a.m. for 2024.

Meeting was adjourned at 10:11 a.m.

#### **Upcoming Meetings/Events**

- BSD Board Meeting – June 1, 2023, at 8:30 a.m
- Special Events Committee – June 9, 2023, at 8:30 a.m.
- Maintenance & Capital Improvements Committee – June 13, 2023, at 8:30 a.m.
- Marketing & Advertising Committee – June 15, 2023, at 8:30 a.m.
- Business Development Committee – June 27, 2023, at 8:30 a.m.

**Next committee meeting: June 28, 2023 at 8:30 a.m.**

(Drafted by N. Gerkey, Reviewed by CSD 5/31/23)