

Executive Committee Meeting Minutes
Birmingham City Hall, 151 Martin Street, Conference Rooms 202 & 203
June 28, 2023 at 8:30 a.m.

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

In Attendance: A.Pohlod, B. Roberts, D. Fehan, R. Astrein, J. Ecker

Staff: C. Sheppard-Decius

Absent: M. McKenzie

Approval of Minutes: Motion by Astrein, seconded by Fehan to approve the minutes dated May 24, 2023.

Public Comment: None

Board Anticipated Action Items & Presentations

- a) Business Video Features (August)
Sheppard-Decius reported that \$14,000 from Business Development's marketing budget is recommended to go toward the business video features. She added that their marketing budget for the year is \$25,000, and they are looking to receive a more itemized list of expected costs for the remainder of the year prior to committing to the video feature. Astrein suggested going to the parking advisory committee for assistance with funds, but approaching it in a detailed way so they understand the costs and what it's going toward.
- b) Committee Appointments (August)
Sheppard-Decius stated that there are a few applicants to review for committees including Julie Sloan (Marketing), Minna Sharrak (Business Development), and Katie Dwan (Special Events and Marketing).

New Business

- a) Board Roster, Reappointments & Recruitment
Astrein said he would like to finish out his term on the Board. Sheppard-Decius stated that Zak Kay, Mike McKenzie, Steve Quintal and Sam Surnow are up to be reappointed. Pohlod said that there is one open position available on the Board, and added that Samy's position on the Board will also need to be replaced. Sheppard-Decius stated that she's reached out to Giffels-Webster to recruit someone for maintenance to potentially get them into the Board. Ecker suggested reaching out to a national to add them to the Board, like RH or Serena and Lily.
- b) Event Planning Meeting
Sheppard-Decius mentioned that she is still working to schedule the event planning meeting. Pohlod explained that this will be a combined meeting with Special Events and Marketing to help plan the 2024 event season and a new event potentially.
- c) Public Valet at Daxton
Sheppard-Decius stated that the Daxton wants to increase the public valet rates from \$5 to \$10. Pohlod suggested bringing this to the July Board Meeting to show support and consensus for The Daxton.

Old Business

- a) Board Meeting Locations
Sheppard-Decius stated that the Board will continue to have meetings at The Community House through the end of the year, but will rotate quarterly to different locations in 2024 starting with StartUp Nation in January.
- b) Parking Recommendation
Sheppard-Decius stated that the recommendation from the Board was sent to the Police Chief to pull together the City Commission memo – it is not on the July 10 agenda at this time.
- c) Advisory/Focus Groups
Sheppard-Decius stated that the three advisory/focus groups discussed would be Tourism, Restaurants, and North Old Woodward. Pohold recommended doing just focus group meetings with restaurants and North Old Woodward and see how interest builds, but having a 12 month commitment with an advisory group for Tourism.

Committee Updates

Special Events

Sheppard-Decius reported that Rosé Soirée was the last event held, and while there were 16 participating restaurants, only 31 people submitted for the shopping spree. She added that many restaurants did not use the promotional materials the BSD supplied them, which could have contributed to the lack of participation. Roberts added that while his overall sales were only up about 2%, his rosé sales during the promotion nearly doubled.

Marketing

Sheppard-Decius reported that there was a Father's Day giveaway and received more following through social media. She added they are working on branding and seasonal campaigns and should have a decision next meeting. She also mentioned that Carlie Quedaza has been going through and documenting which businesses are open on Sundays, which has been a huge help.

Maintenance and Capital Improvement

Sheppard-Decius stated that she is finishing up the grant for the Pierce Street alley this week with the Planning and Engineering Departments.

Business Development

Sheppard-Decius reported that Brooks Cowan came to the meeting to discuss amending the Fitness Club regulations and if the committee would be okay with having businesses in the B4 zone. She reported the end result was that B4 should remain retail on the main floor, but the second floor and basements could be good opportunities. Pohlod recommended this be put on the Board agenda.

Meeting was adjourned at 9:57 a.m.

Upcoming Meetings/Events

- BSD Board Meeting – July 6, 2023, at 8:30 a.m.
- Special Events Committee – July 14, 2023, at 8:30 a.m.
- Marketing & Advertising Committee – July 20, 2023, at 8:30 a.m.
- Business Development Committee – July 25, 2023, at 8:30 a.m.
- Executive Committee – July 26, 2023, at 8:30 a.m.