

**Executive Committee Meeting Minutes**  
**Birmingham City Hall, 151 Martin Street, Conference Rooms 202 & 203**  
**July 26, 2023 at 8:30 a.m.**

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

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

**Staff:** C. Sheppard-Decius, E. Bassett

**Approval of Minutes:** Motion by Fehan, seconded by Astrein to approve the minutes dated June 28, 2023.

**Public Comment:** None

**Anniversaries**

The Committee discussed recognizing the four businesses celebrating 25 year anniversaries at the August and September Board meetings (two at each).

**Committee Appointment**

Sheppard-Decius reported on each of the recommended candidates. The Committee advised that after the appointment of recommended candidates, both the Business Development and Special Events committees would be at capacity. The Marketing & Advertising committee has room for one additional member.

**2024 Event Plan**

Sheppard-Decius gave a summary of the joint planning meeting that included the Marketing & Advertising and Special Events committees. She advised the following:

- A winter retail promotion event (Winter Bazaar, etc) would be held during the January/February timeframe
- Sheppard-Decius to investigate the cost and logistics of a Trolley
- October 2024 Art Walk event would move to September 2024
- New event, BirminghamHamburger would take place in October 2024

**Elections and Board Reappointments & Appointments**

Sheppard-Decius discussed new bylaws and elections, and recommended electing a Secretary from the Board (not staff), due to closed-session requirements. McKenzie and Kay confirmed interest in reappointment to the Board. Pohlod advised that Eid wishes to leave the Board when a new member is found and that Marketing & Advertising Committee member, Lundberg may be interested in joining the Board sometime within the next six months. The Committee discussed potentially approaching Business Development and Marketing & Advertising Committee member, Quezada, to see if there is any interest in joining the Board. There was some discussion and questions on Board member requirements – Sheppard-Decius to investigate city and state ordinances to clarify. Astrein also questioned the SAD cap rate, which Sheppard-Decius would research and report at next meeting.

**Staff Performance Reviews**

Sheppard-Decius reported that staff reviews are in progress. Pohlod advised that the Board will

need to complete Sheppard-Decius' review and that she will send the forms to Board members on Monday, July 31.

### **Public Valet at Daxton**

Ecker discussed allowing Daxton Hotel to operate private valet requiring the option for public use, as the hotel would continue to utilize City property. She advised that in this scenario, the hotel would be required to offer valet services to the public, post pricing and be re-licensed each year. The Committee identified a number of private valet services operating in the downtown area and a potential interest in coordinating services for the public within the agreements.

### **Tourism Advisory Committee Appointments**

Sheppard-Decius reported that she has started contacting potential members for the committee. Pohlod requested that Sheppard-Decius define the purpose and create a mission statement for the committee, and asked how the Board can help facilitate this effort.

### **Marketing & Advertising Committee**

The Committee discussed the Holiday Gift Guide and available options to better track and measure its success this year.

### **Maintenance & Capital Improvements**

Sheppard-Decius reported that the committee completed the walk around the Triangle District and identified areas of opportunity. Pohlod mentioned the lot behind Forest Grill as a potential area to consider.

### **Business Development**

Sheppard-Decius advised the BSD is moving forward with the AlphaMap service. Sheppard-Decius is working on the pitch, strategy and deck for the October property owner/broker round table.

Meeting was adjourned at 9:56 a.m.

### **Upcoming Meetings/Events**

BSD Board Meeting – August 3, 2023, at 8:30 a.m.

Maintenance & Capital Improvements Committee – August 8, 2023, at 8:30 a.m.

Special Events Committee – August 11, 2023, at 8:30 a.m.

Marketing & Advertising Committee – August 17, 2023, at 8:30 a.m.

Business Development Committee – August 22, 2023, at 8:30 a.m.

Executive Committee – August 30, 2023, at 8:30 a.m.

Drafted by: E. Bassett Reviewed by: CSD 8/22/23
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