

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

Pohlod called the meeting to order at 8:32 a.m.

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

**Absent:** J. Ecker, C. Sheppard-Decius

**Staff:** E. Bassett

**Approval of Minutes:** Motion by Fehan, seconded by Astrein to approve the minutes dated July 26, 2023.

**Public Comment:** None

**Board Anticipated Action Items & Presentations**

**1. Tourism Advisory Committee Mission & Appointments**

Pohlod advised that Sheppard-Decius is working on contacting potential members. Anticipated start is September/October.

**2. Business Development Budget**

McKenzie reported that the Business Development committee approved the budget on August 29. He reported that the committee is exploring the development of a potential incentive program to attract new local businesses.

**3. Business Video Features**

McKenzie reported that the Business Development committee selected the Bureau Detroit proposal, citing cost and creativity as primary driving factors.

**4. Business Anniversaries**

Roots and Berry Moorman, P.C. will each be recognized for their 25 year anniversaries at the September 7 board meeting.

**New Business**

**1. Board Appointments (Update)**

Pohlod reported that Kay and McKenzie plan to remain on the Board and that Quintal does not. Pohlod is waiting to hear from Surnow on his intentions. The committee discussed asking Quezada and potentially someone at Lucido.

**2. Board Composition – Law/Ordinance Comparison**

The committee reviewed the current state law and city ordinance. Pohlod reported that a change to the ordinance requires City Commission approval. The committee felt that a revision to the ordinance may expand the ability to recruit more local retailers and residents to the Board.

**3. SAD Cap Rate**

The committee reviewed the SAD Cap Rate provided in the agenda packet.

**4. Quarterly Chair Meeting**

The committee members in attendance selected September 13 at 8:30 a.m.

Confirmation is still needed from Kay, Lipari and Sheppard-Decius.

## **Old Business**

### **1. Health/Fitness Zoning Amendment**

The committee reviewed the information in the agenda packet.

## **On Deck**

### **1. 2024 Event Plan**

The committee reviewed the 2024 Event Plan. Pohlod reported that the enhancements to Winter Markt include a kids' business booth for Birmingham residents. The committee requested staff review the rules being used by Plymouth and other communities currently hosting kids' business booths at events.

## **Committee Updates**

### **Special Events**

Art Walk is October 12 and staff is actively recruiting business participants. The Cruise event went very well with some logistical improvements identified for next year, including restricting motorized vehicles in the event area, more volunteers and restricting classic car entry and exit to one area. The 2024 event calendar will be presented in October to the Board.

### **Marketing & Advertising**

The committee met with Seen Magazine to discuss the holiday gift guide plan, and will be finalizing the plan this week at a special meeting of the committee. The committee will also be meeting with New Moon Visions to discuss the brand extension items. New Moon Visions was the lowest quote, and the highest committee score sheet rating.

### **Maintenance & Capital Improvements**

The committee did not meet in August. The next meeting is in September. The restringing of the chandeliers with a whiter light is being explored.

### **Business Development**

The business development survey is still live and has been sent out to large employers in the area. We have already received over 200 responses. The survey will be open until the end of August. The committee approved the budget and selected Bureau Detroit as the video feature vendor in the August meeting. AlphaMap is providing on-boarding by the end of the month. A recruitment strategy, pitch deck and marketing materials are being reviewed in order to provide to brokers and owners at an upcoming round table meeting (October 19). A survey of retailers has been sent out to gauge their opinion on need and timing for quarterly workshops.

Meeting was adjourned at 9:30 a.m.

### **Upcoming Meetings/Events**

BSD Board Meeting – September 7, 2023, at 8:30 a.m.

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

Maintenance & Capital Improvements Committee – September 12, 2023, at 8:30 a.m.

Marketing & Advertising Committee – September 21, 2023, at 8:30 a.m.

Business Development Committee – September 26, 2023, at 8:30 a.m.

**NEXT MEETING: Wednesday, September 27, 2023, at 8:30 a.m.**

Drafted by: E. Bassett
Reviewed by: M. Comerford
8/31/23

**APPROVED**