

Executive Committee Meeting Minutes
Birmingham City Hall, 151 Martin Street, Conference Rooms 202 & 203
September 27, 2023 at 8:30 a.m.

McKenzie called the meeting to order at 8:31 a.m.

In Attendance: A.Pohlod, B. Roberts, R. Astrein, M. McKenzie, J. Ecker
Absent: D. Fehan
Staff: C. Sheppard-Decius, E. Bassett

Approval of Minutes: Motion by Astrein, seconded by Roberts, to approve the minutes dated August 30, 2023.

Public Comment: None

Board Anticipated Action Items & Presentations

1. Tourism Advisory Committee Mission & Appointments

Sheppard-Decius provided an update on recruitment of members to the committee. So far, eight individuals from the list of potential members have committed. Sheppard-Decius will continue to contact the others. The committee provided additional recommendations for potential committee members.

2. Marketing Committee Appointment

The committee to present Erik Miller's (United on Woodward) Marketing Committee Application to the board for approval.

3. The Great Decorate

The committee agreed in recommending a \$2,500 sponsorship of The Great Decorate event. The committee discussed the need for a general BSD sponsorship policy to be created.

4. Holiday Gift Guide & Spring Fashion Insert

Pohlod and Sheppard-Decius gave an update on the Holiday Gift Guide project. The committee reviewed the contract extension addendum, to include the Holiday Gift Guide and Spring Fashion project, and will present it to the Board in October. Pohlod advised that the project should go out to bid for FYE 2025, preferably sometime in January 2024.

5. Winter Bazaar Event

Sheppard-Decius provided an update on pricing and initial staff investigation of winter event elements, and a date conflict with Rochester's Fire & Ice Show on January 20. The committee discussed potential options to modify the event, including date and format changes. Sheppard-Decius to provide an updated event recommendation to the committee for review. Sheppard-Decius preparing a proposal for Advisory Parking Committee review, requesting funds for holiday and winter event and marketing activities.

6. Calendar of Events & Meetings

Sheppard-Decius finalizing the calendar to present to the Board in October.

7. Business Anniversaries

See and Roots are celebrating 25 year business anniversaries. See will be present at the October Board meeting. As of the meeting, Roots had yet to confirm. Sheppard-Decius

to follow up.

New Business

1. MDA Conference

Sheppard-Decius advised that the Michigan Downtown Association (MDA) will hold its annual conference in downtown Birmingham in November at the Community House. Sheppard-Decius shared the MDA Conference agenda with the committee and advised that the host community supports the conference with a \$1,500 sponsorship. Astrein to reach out to the Community House for a contribution. The BSD will contribute the remaining. The committee suggested the possibility of providing Birmingham Bucks to conference attendees staying overnight at the Townsend Hotel.

Other Business Items

1. Board Reappointments

Pohlod advised that two individuals have confirmed they will be submitting Board applications. The committee discussed other potential individuals to contact to fill the remaining positions.

On Deck

1. CRM & Web Hosting

Sheppard-Decius reported that staff has identified a new CRM software vendor and is currently investigating the cost structure. BSD staff is also working to collect quotes for the development of a new website in an open source CMS to integrate with the new CRM software. Work on launching a new website would not begin until after January 2024. Sheppard-Decius recommended that the BSD extend the contract with Miles through the end of FYE 2024.

2. Business Anniversaries

Antonio's Bridal will celebrate 25 years and is next to contact for recognition at the November Board meeting.

Committee Updates

Special Events – Art Walk is October 12 with 17 businesses on-board to date. Marketing and PR is in progress. A wrap-up meeting was held with Dream Cruise volunteer leaders to determine areas of improvement for next year. Staff has been researching costs and feasibility of Winter Bazaar event, as well as the rest of the 2024 calendar; applications for Winter Markt are open and have received 47 applications thus far (closes next week); Farmers Market is steady, but seasonal staffing continues to be an issue.

Marketing & Advertising – The committee met with Seen Magazine to finalize the plan for the Holiday Gift Guide, as well as reviewed the draft logos for the seasonal times and signature events of the BSD. Administratively, the staff has determined to promote Birmingham Bucks during the Small Business Saturday weekend as a matching program, as well as Winter Markt in giving out Bucks to support shopping local. Fees for purchasing Bucks will also be waived for the holiday season. There is almost \$15,000 in Bucks in the system from previous campaigns.

Maintenance & Capital Improvements – The committee has determined to not install the chandeliers this holiday season after finding the costs for restringing them equaled the cost of

purchasing new lights. They will look at something for 2024, but in the meantime, Shepard-Decius is looking into temporary options with DPS. A luncheon for DPS is planned for October 5 at 11 a.m. and will be sponsored by Tropical Smoothie Café in Birmingham. The committee is reviewing the placement of light pole banners and arms for the future. Perennials have been installed along Maple and South Old Woodward where they died out, and the hanging baskets are coming down. The committee is also considering alley and Booth Park amenities for the future.

Business Development – The business development survey has closed out and received almost 300 responses. The committee reviewed the results at its last meeting, which closely matched the recruitment strategy. 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). The survey for workshops has been closed out as well, and the committee will be discussing its plan of approach. Staff has met with Bureau Detroit to start video production, but will need a list of preferred businesses to include.

Meeting was adjourned at 10:01 a.m.

Upcoming Meetings/Events

BSD Board Meeting – October 5, 2023, at 8:30 a.m.

Special Events Committee – October 13, 2023, at 8:30 a.m.

Maintenance & Capital Improvements Committee – October 10, 2023, at 8:30 a.m.

Marketing & Advertising Committee – October 19, 2023, at 8:30 a.m.

Business Development Committee – October 24, 2023, at 8:30 a.m.

NEXT MEETING: Wednesday, October 25, 2023, at 8:30 a.m.

APPROVED

Drafted by: E. Bassett Reviewed by: CSD 9/29/23
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