

Executive Committee Meeting Minutes
Birmingham City Hall, 151 Martin Street, Conference Rooms 202 & 203
October 25, 2023 at 8:30 a.m.

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

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

Absent: None

Staff: C. Sheppard-Decius, E. Bassett

Guest: John Bry, Oakland County

Approval of Minutes: Motion by Astrein, seconded by McKenzie, to approve the minutes dated September 27, 2023.

Public Comment: None

Board Anticipated Action Items & Presentations

1. Business Anniversaries

Sheppard-Decius advised that Antonio's Bridal and possibly one other business will be invited to the November Board meeting for recognition. McKenzie will present in Pohlod's absence.

2. Recognition of Steve Quintal's Board Service

The Board will recognize Steve Quintal for his years of service on the Board at the November meeting.

3. Quarterly Marketing Report

Bassett to present a Quarterly Marketing Report to the Board at the November meeting.

4. Committee Appointment of Michele Taddei

The Board discussed the appointment of Michele Taddei to the Board to replace Steve Quintal, and appointment to the Maintenance & Capital Improvements Committee.

5. 2024 Committee Schedule

The committee reviewed the 2024 draft schedule and will present it to the Board for approval at the November meeting.

6. CRM Contract

Sheppard-Decius presented the CRM Redevelopment project including the budget estimate. McKenzie requested that this be presented to the Business Development Committee prior to the Executive Committee making a recommendation to the Board. The committee agreed to present this project to the board in December.

7. Holiday/Winter Logo

Pohlod presented the new winter/holiday and Cruise Event logos to the committee. The committee will recommend the adoption of the new logos to the Board in November.

New Business

1. Main Street Oakland County Select Level

John Bry, from Oakland County, presented the MSOC select level benefits to the committee. Some committee members questioned the reporting associated with enrolling in the program. Pohlod requested additional information be brought to the committee prior to making a recommendation to the Board.

On Deck

1. CRM & Web Hosting

Staff will continue to identify and interview web development/hosting providers that can accommodate the CRM. Sheppard-Decius advised that a new website launch is not feasible until spring or fall. Sheppard-Decius recommended the contract with Miles remain through the end of FYE 2024.

2. Sponsor Criteria

Sheppard-Decius reported that she is working on this for next month.

Committee Updates

Special Events – Art Walk was October 12 with 17 businesses participating and good attendance. Last Farmers Market day is October 29. Trolley reserved for Late Night Thursdays and working on route. Registration for visits with Santa go live Wednesday, Nov. 1 at 8 a.m. Sheppard-Decius to include an update on the winter event to Board in packet.

Marketing & Advertising – The committee is working with Seen to develop the Holiday Gift Guide and edit the holiday video. Holiday advertising, including Late-Night Thursdays, is underway and media planning for the January 2024 event is in progress. Small Business Saturday and other holiday marketing materials will be distributed starting next week. Once approved by the Board, the new holiday/winter logo elements will be created and implemented.

Maintenance & Capital Improvements – The committee lacked quorum at the last meeting.

Business Development – The Property Owner & Broker Round Table was held Oct. 19 and was well attended by brokers. The committee has decided to table the recruitment incentive for now due to market impact potential.

Meeting was adjourned at 9:54 a.m.

Upcoming Meetings/Events

BSD Board Meeting – November 9, 2023, at 8:30 a.m.

Special Events Committee – November 10, 2023, at 8:30 a.m.

Maintenance & Capital Improvements Committee – November 14, 2023, at 8:30 a.m.

Marketing & Advertising Committee – November 7, 2023, at 8:30 a.m.

Business Development Committee – November 28, 2023, at 8:30 a.m.

NEXT MEETING: Wednesday, November 29, 2023, at 8:30 a.m.

Drafted by: E. Bassett Reviewed by: CSD 10/31/23
