

**Executive Committee Meeting Minutes**  
**Birmingham City Hall, 151 Martin Street, Conference Rooms 202 & 203**  
**November 29, 2023, at 8:30 a.m.**

Pohlod called the meeting to order at 8:40 a.m.

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

**Approval of Minutes:** Motion by Astrein, seconded by Ecker, to approve the minutes dated October 25, 2023.

**Public Comment:** None

**Board Anticipated Action Items & Presentations**

**1. CRM Contract**

Sheppard-Decius advised that the Business Development committee requested more information to be presented at the December Business Development committee meeting, prior to finalizing a recommendation to the board.

**2. Sponsorship Criteria**

The committee approved the presented criteria with the addition of a budget clause to be presented to the Board in December.

**New Business**

**1. Long-Range Planning & FYE 2025 Budget**

The committee discussed potential projects and topics for upcoming Long-Range Planning to include: Alleys/VIAs (including those in the Triangle District), CRM, Triangle District, and a Farmers Market Pavilion.

**2. Executive Committee Elections – January**

The committee discussed upcoming elections. Sheppard-Decius to include the bylaws language in the December Board Packet for reference.

**3. Next Executive Committee Meeting – Holiday Conflict**

Members of committee confirmed their availability for the December 20, 2023, Executive Committee meeting.

**Old Business**

**1. MSOC Resolution by City Commission**

Sheppard-Decius reported that a resolution of support for the BSD to advance to the Select level with Main Street Oakland County (MSOC) will be on the Commission's agenda for December 4, 2023. This resolution of support is needed for the administrative approval at Oakland County.

**2. Board Trainings & Manuals**

Sheppard-Decius reported that she prepared a Training Manual for new Board members. The committee requested the manual be sent to all current Board members with the December agenda.

## **Committee Updates**

**Special Events** – Astrein reported that Santa Walk was successful with the largest attendance yet and preparations for Winter Markt are underway.

**Marketing & Advertising** – Pohlod reported that the Holiday Gift Guide is printed and ready for the December 1 launch. All other holiday advertising is all running.

**Maintenance & Capital Improvements** – Pohlod reported that the planters are being recommended to be removed in the spring and should go before the Board in December, and that the holiday lights are up.

**Business Development** – Sheppard-Decius reported that business development is planning to take a deep dive into various city ordinances to confer it aligns with the recruitment strategy and they are continuing to refine the business recruitment strategy.

### **On-Deck**

- Website Hosting
- Strategic Planning Review

Meeting was adjourned at 9:54 a.m.

### **Upcoming Meetings/Events**

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

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

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

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

Business Development Committee – TBD

**NEXT MEETING: Wednesday, December 20, 2023, at 8:30 a.m.**

Drafted by: E. Bassett Reviewed by: CSD 12/1/23
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