

Executive Committee Meeting Minutes
Birmingham City Hall, 151 Martin Street, Conference Rooms 202 & 203
December 20, 2023, at 8:30 a.m.

Pohlod called the meeting to order at 8:34 a.m.

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

Approval of Minutes: Motion by Fehan, seconded by Ecker, to approve the minutes dated November 29, 2023.

Public Comment: None

Board Anticipated Action Items & Presentations

- 1. Appointment to Marketing & Advertising Committee**
The committee reviewed Sloane Wolf's application for the Marketing & Advertising committee.
- 2. Birmingham Bloomfield Chamber Sponsorship**
The committee recommends the renewal of the Birmingham Bloomfield Chamber sponsorship to the Board.
- 3. Birmingham Education Foundation Sponsorship**
The committee recommends the sponsorship of the Birmingham Education Foundation Unabashed Bash with three (3) \$100 Birmingham Bucks gift cards to the Board.
- 4. Officer Elections & Executive Committee Members**
The committee discussed upcoming elections and the nomination process for the Board, Executive committee and various committee chairs.
- 5. Short Term Parking & Meter Hours**
Parking Manager Aaron Ford will present to the Board in January. Pohlod suggested a review of adding parking along the northbound side of Old Woodward Avenue.

New Business

- 1. BSD Strategic Planning Meeting 2024**
The committee suggested a strategic planning session in March 2024. Sheppard-Decius to send an availability poll.
- 2. Staff Lunch**
The committee discussed hosting a BSD staff appreciation lunch at Hazel's in February to recognize the staff for their work throughout the year.

Old Business

- 1. Wayfinding**
Ecker advised the City Commission approved the Wayfinding plan at the December 18 meeting. Sheppard-Decius reported that she would add the packet to the Board meeting agenda for discussion on BSD involvement.

Committee Updates

Special Events – Astrein reported that holiday events are wrapping up. The committee briefly discussed the Late Night Thursdays event and potential modifications for 2024.

Marketing & Advertising – Bassett reported that all holiday advertising is underway and live appearances are complete.

Maintenance & Capital Improvements – Pohlod reported that the committee met with Engineering to review the Pierce Alley plan. Ecker advised that the committee review the City of Birmingham Alleys and Passageways document for supplemental information. Sheppard-Decius reported that she submitted a \$50,000 grant application for the project to Main Street America for consideration.

Business Development – Sheppard-Decius reported that the committee did not meet in December, as the meeting date conflicts with holiday schedules. The committee may move the meeting to early January.

Tourism Advisory – Sheppard-Decius reported that the Tourism Advisory Committee met for the first time last week and the notes will be in the Board packet.

On-Deck

- CRM/Website Hosting
- Strategic Planning Review

Meeting was adjourned at 9:57 a.m.

Upcoming Meetings/Events

BSD Board Meeting – January 4, 2024, at 8:30 a.m.

Maintenance & Capital Improvements Committee – January 9, 2024, at 8:30 a.m.

Marketing & Advertising Committee – January 10, 2023, at 8:30 a.m.

Special Events Committee – January 12, 2024, at 8:30 a.m.

Business Development Committee – January 23, 2023, at 8:30 a.m.

NEXT MEETING: Wednesday, January 24, 2024, at 8:30 a.m.

Drafted by: E. Bassett
Reviewed by: CSD 12/21/23