

**Executive Committee Meeting Minutes**  
**Birmingham City Hall, 151 Martin Street, Conference Rooms 202 & 203**  
**January 24, 2024, at 8:30 a.m.**

McKenzie called the meeting to order at 8:33 a.m.

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

**Approval of Minutes:** Motion by R. Astrein, seconded by Z. Kay, to approve the minutes dated December 20, 2023.

**Public Comment:** None

**Board Anticipated Action Items & Presentations**

- 1. Reappointment of D. Fehan – Emeritus Member**  
The committee recommends to the Board, the reappointment of Doug Fehan as Emeritus Member.
- 2. Appointment of Tourism Advisory Committee Chair**  
The committee recommends to the Board, the appointment of Kamala Cummings as Tourism Advisory Committee Chair. A. Pohlod requested that C. Sheppard-Decius provide a committee update/status to the Board at the February meeting.
- 3. Appointment of Bill Roberts to Maintenance & Capital Improvements Committee**  
The committee recommends to the Board that Bill Roberts be appointed to the Maintenance & Capital Improvements Committee.
- 4. Quarterly Marketing Presentation**  
E. Bassett will present the Quarterly Marketing presentation, covering FYE 2024 Q2, at the February Board meeting.
- 5. 2023 Holiday Events Recap**  
J. Brook will present the 2023 Holiday Events Recap presentation at the February Board meeting.
- 6. Budget**  
C. Sheppard-Decius presented committee budgets. The committee requested C. Sheppard-Decius present a revised standard operating budget (covered by assessment) and a special projects budget (using fund balance) to provide additional clarity. Special project examples cited included CRM, alley improvements, wayfinding, branding/style guide, volunteer recognition, etc... The committee also noted that budgets show increases in many areas and would like additional information to better understand the increases.

**New Business**

- 1. National Main Street Conference**  
C. Sheppard-Decius reported that the BSD receives two conference tickets and a \$500 stipend as part of the BSD's Main Street Oakland County membership, to attend the National Main Street Conference, May 5-8 in Birmingham, AL. The committee

recommends the Board discuss the opportunity and potential attendees.

## **Old Business**

### **1. Short-term Parking & Meter Hours**

The committee discussed the proposed parking changes. The committee discussed waiting to implement dynamic parking until after the other parking changes, if approved by City Commission. J. Ecker advised that a March Commission meeting would be the earliest potential opportunity for Commission review.

### **2. BSD Strategic Planning Meeting 2024**

The committee requests attempting to select a date at the February Board meeting.

### **3. Staff Lunch**

The committee requested that C. Sheppard-Decius select a date convenient for staff schedules. Board members will attend if available.

## **Committee Updates**

The committee discussed attendance and quorum issues occurring during some of the committee meetings. Staff will include an attendance confirmation request in agenda packet communications. The committee also suggested that committee chairs remind committee members of the importance of attendance as it relates to quorum. A. Pohlod requested C. Sheppard-Decius add the committee draft minutes to the Executive Committee agenda packet.

**Special Events** – Z. Kay reported that the committee discussed the BRRMingham Blast event details and FYE2025 budget.

**Marketing & Advertising** – A. Kay reported that the committee discussed the budget, photography, and briefly the spring/summer logo before losing quorum.

**Maintenance & Capital Improvements** – C. Sheppard-Decius reported that the committee continues to discuss alley improvements and did a walking tour of the alleys downtown.

**Business Development** – M. McKenzie reported that the committee did not meet in January due to lack of quorum.

**Tourism Advisory** – Sheppard-Decius to provide an update to the Board at the February meeting.

## **On-Deck**

- CRM/Website Hosting

Meeting was adjourned at 9:43 a.m.

## **Upcoming Meetings/Events**

BSD Board Meeting – February 1, 2024, at 8:30 a.m.

Special Events Committee – February 9, 2024, at 8:30 a.m.

Maintenance & Capital Improvements Committee – February 13, 2024, at 8:30 a.m.

Marketing & Advertising Committee – February 15, 2024 at 8:30 a.m.

Tourism Advisory Committee – February 15, 2024, at 10:00 a.m.

Business Development Committee – February 27, 2024, at 8:30 a.m.

**NEXT MEETING: Wednesday, February 28, 2024, at 8:30 a.m.**

Drafted by: E. Bassett Reviewed by: CSD 1/24/24
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APPROVED