

Executive Committee Meeting Minutes
Birmingham City Hall, 151 Martin Street, Conference Rooms 202 & 203
February 28, 2024, at 8:30 a.m.

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

In Attendance: M. McKenzie, R. Astrein, Z. Kay, J. Ecker
Absent: A.Pohlod, D. Fehan
Staff: M. Fairbairn, E. Bassett

McKenzie called the meeting to order at 8:37 a.m.

Approval of Minutes: Motion by R. Astrein, seconded by Z. Kay, to approve the minutes dated January 24, 2024. All ayes. Motion passed.

Public Comment: None

Board Anticipated Action Items & Presentations

1. Budget

The committee reviewed the final FYE2025 budget draft. Motion by J. Ecker, seconded by McKenzie, to recommend the budget draft to the Board for approval at the March 7 meeting. All ayes. Motion passed.

2. Executive Director Search & Organizational Chart

The committee reviewed the current organizational chart and Executive Director job description draft. The committee approved posting the Executive Director position opening this week with minor edits to the job description. The committee recommends discussion occur at the March 7 Board meeting to define the interview process and panel.

3. Spring/Summer and Farmers Market Logos

The committee reviewed the logo versions recommended by the Marketing committee. The committee recommends the following two logos for approval by the Board at the March 7 meeting.



4. Spring Fashion Proposal

The committee reviewed and recommends the digital Spring Fashion proposal to the Board for approval at the March 7 meeting.

Old Business

1. BSD Strategic Planning Meeting

The committee advised postponing a strategic planning meeting until a new Executive Director is hired.

2. Staff Appreciation Lunch

The committee requested that staff choose a date (March 18 or 21) for a staff appreciation lunch.

Committee Updates

Special Events - Z. Kay reported that the committee discussed upcoming events and the FYE2025 budget.

Marketing & Advertising – E. Bassett reported that the committee approved the spring/summer and Farmers Market logo drafts, Spring Fashion proposal, and photography contract extension.

Maintenance & Capital Improvements – M. Fairbairn reported that the committee discussed the Pierce Alley project, reducing the proposed budget. M. Fairbairn will meet with the Oakland County to discuss options.

Business Development – M. McKenzie reported that the committee recommends postponing a new CRM until an Executive Director is hired. The committee also recommends continuing with Business Anniversary recognition as outlined, and not pursue a recognition event due to potential scheduling conflicts for businesses. The committee approved the business list for the video features and selected C. Quezada as the project representative. Lastly, the committee discussed potential business workshop options and will review at the next meeting.

Tourism Advisory – M. Fairbairn reported that the committee discussed potential target audiences and the need for development of committee goals and objectives. A quarterly schedule will be determined at the March 21 meeting.

On-Deck

- CRM/Website Hosting

Meeting was adjourned at 9:42 a.m.

Upcoming Meetings/Events

BSD Board Meeting – March 7, 2024, at 8:30 a.m.

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

Maintenance & Capital Improvements Committee – March 12, 2024, at 8:30 a.m.

Marketing & Advertising Committee – March 13, 2024 at 8:30 a.m.

Business Development Committee – March 19, 2024, at 8:30 a.m.

Tourism Advisory Committee – March 21, 2024, at 10:00 a.m.

NEXT MEETING: Wednesday, March 20, 2024, at 8:30 a.m.

Drafted by: E. Bassett Reviewed by: M. Fairbairn 3/4/24
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