

Executive Committee Meeting Minutes
Birmingham City Hall, 151 Martin Street, Conference Rooms 202 & 203
March 20, 2024, at 8:30 a.m.

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

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

Approval of Minutes: Motion by D. Fehan, seconded by M. McKenzie, to approve the minutes dated February 28, 2024. All ayes. Motion passed.

Public Comment: None

Board Anticipated Action Items & Presentations

1. Executive Director Update

M. Fairbairn reported that many applications have been received to date, and that the application deadline is March 29. A. Pohlod reported that the interview panel is being finalized, with April 8 as the target date for the first round of interviews.

2. Beasley Marketing Proposal

The committee reviewed the Beasley proposal. E. Bassett to continue to investigate other cost proposals before the final recommendation.

3. Budget Adjustment

A. Pohlod advised the Maintenance and Capital Improvements committee identified a discrepancy in the FYE 2025 committee budget for power washing. The cost per cleaning is \$11,050, shared 50/50 with the City of Birmingham, for a BSD cost of \$5,525 per cleaning. The committee recommends adjusting the budget to \$11,050 to cover the cost of the two annual cleanings and modifying the schedule to follow the Village Fair (spring) and Birmingham Cruise Event (summer).

Old Business

1. MSOC Update

M. Fairbairn reported that the BSD will continue with the partner level membership.

Committee Updates

- Maintenance and Capital Improvements: A. Pohlod reported that the committee discussed the Pierce Street alley presentation from Oakland County, and is considering improvements including upgrading/standardizing light fixtures. A. Pohlod reported that Maple Alley improvements are being considered and the BSD recommends reallocating the cost of aggregate to lighting and safety improvements. D. Fehan and Z. Kay added that the demand for installing conduit and fiber optics should be investigated. A. Pohlod reported that the committee will consider future plans for the Merrill and 220 alleys. J. Ecker advised that the BSD should continue to consider the City's Alleys and Passages plan.
- Business Development: M. McKenzie reported that the committee discussed merchant workshops and approved the Zingtrain option. The committee discussed a plan to address the vacancies along West Maple Rd., including potential marketing/advertising

opportunities. The committee is also developing a New Business Welcome packet.

- Marketing: Z. Kay reported that the committee viewed the revised spring/summer logo options and was having difficulty selecting an option. The committee reviewed several influencers for the Spring Fashion campaign, narrowing the list to top candidates to contact. The Spring Fashion campaign will move forward only if the committee can engage a desired influencer. Z. Kay also reported that the committee selected the Birminghamburger event design elements.
- Special Events: Z. Kay reported that the committee discussed the Birminghamburger event.

On-Deck

- CRM/Website Hosting: E. Bassett reported that staff has secured the proposals from website vendors.
- New Business Welcome Packet

Meeting was adjourned at 9:45 a.m.

Upcoming Meetings/Events

- BSD Board Meeting – April 4, 2024, at 8:30 a.m.
- Maintenance & Capital Improvements Committee – April 9, 2024, at 8:30 a.m.
- Marketing & Advertising Committee – April 10, 2024, at 8:30 a.m.
- Special Events Committee – April 12, 2024, at 8:30 a.m.
- Business Development Committee – April 23, 2024 at 8:30 a.m.
- Executive Committee – April 24, 2024, at 8:30 a.m.
- Tourism Advisory Committee – TBD

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

Drafted by: E. Bassett Reviewed by:
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