

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

A. Pohlod called the meeting to order at 8:33 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 J. Ecker, to approve the minutes dated March 20, 2024. All ayes. Motion passed.

Public Comment: None

Board Anticipated Action Items & Presentations

1. Executive Director Transition Update

A. Pohlod reported that E. Bassett has been selected as Executive Director and that transition planning is underway.

2. Beasley Marketing Proposal

E. Bassett presented the Beasley Marketing proposal and cost comparison. The committee recommends moving forward with the proposal to the Board.

Committee Updates

- **Business Development:** The committee reviewed the New Business Welcome packet and approved the content with minor tweaks. M. McKenzie to review the packet and provide feedback to staff. A. Pohlod requested a packet be provided to all Board members once complete. The committee also discussed the Bureau Detroit video project and reviewed two potential marketing workshop options.
- **Maintenance & Capital Improvements:** The committee discussed Pierce Alley lighting and Maple Alley (near Social Kitchen) beautification including greenery and lighting. The committee also finalized the power washing contract and plans to power wash twice – once after the Village Fair event and once after the Birmingham Cruise event, and watch key areas throughout the year that may require additional spot cleaning.
- **Marketing & Advertising:** The committee is moving forward with the Spring Fashion campaign with Seen Magazine, an advertising opportunity in the Townsend Hotel annual publication and will be holding a second (special) committee meeting in May to define the scope of work for the FYE2025 Magazine/Video/Insert project. The committee also decided to forgo the design of a separate spring/summer seasonal logo and use the standard BSD logo.
- **Special Events:** The committee reviewed event sponsorships and discussed adding a Public Arts Board-sponsored chalk artist to the Day On The Town event, and the investigation of a second attraction at the BRRmingham Blast event.

Updates

- **ZingTrain:** M. Fairbairn reported that ZingTrain will host a workshop for all BSD businesses on May 20. A communication will go out soon from the BSD.
- **Birminghamburger Focus Group:** M. Fairbairn reported that the April 22 Focus

Group meeting went well and that the restaurants are enthusiastic about the event. Details are still being discussed regarding collateral, voting and other elements. The Focus Group advised that they would like to extend the event for the entire month of October. D. Fehan suggested including participating restaurants in BSD communications to recruit restaurant participants. A preliminary event meeting will be held for all restaurants via zoom in the coming weeks.

On-Deck

- CRM/Website Hosting: E. Bassett reported that she would like to meet with District360 to review capabilities and the proposal. M. McKenzie to send E. Bassett a list of data requirements from Business Development.
- New Business Welcome Packet: See the Business Development committee update.

Meeting was adjourned at 9:35 a.m.

Upcoming Meetings/Events

- Tourism Advisory Committee – April 24, 2024 at 10:00 a.m.
- BSD Board Meeting – May 2, 2024, at 8:30 a.m.
- Marketing & Advertising Committee – May 8, 2024, at 8:30 a.m.
- Special Events Committee – May 10, 2024, at 8:30 a.m.
- Maintenance & Capital Improvements Committee – May 14, 2024, at 8:30 a.m.
- Business Development Committee – May 28, 2024 at 8:30 a.m.

NEXT MEETING: Wednesday, May 29, 2024, at 8:30 a.m.

APPROVED

Drafted by: E. Bassett Reviewed by:
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