

**Executive Committee Meeting Minutes**  
**Birmingham City Hall, 151 Martin Street, Conference Rooms 202 & 203**  
**May 29, 2024, at 8:30 a.m.**

**In Attendance:** A. Pohlod, R. Astrein, Z. Kay, D. Fehan, J. Ecker, M. McKenzie  
**Absent:** None  
**Staff:** E. Bassett

Pohlod called the meeting to order at 8:36 a.m.

**Approval of Minutes:** Motion by Fehan, seconded by Ecker, to approve the minutes dated May 29, 2024. All ayes. Motion passed.

**Public Comment:** None

**Board Anticipated Action Items & Presentations**

1. **Snow Removal Contract**  
The committee recommends the Board approve a one-year extension of the current snow removal contract with Nick's Maintenance.
2. **Business Development Committee Chair and Vice Chair**  
Motion by Pohlod to recommend the appointment of Jeff Hockman as Business Development Committee Chair and the current Chair or Vice Chair appointed as Vice Chair.

**Updates**

- **PR/Marketing Specialist:** Bassett reported that the new PR/Marketing Specialist, Madeline Gibbs, started the week of July 22.
- **CRM/Website Hosting:** The committee discussed postponing a new CRM system and moving forward with exploring website developers. Bassett to meet with developers and present to the Marketing Committee (targeting September).
- **Vacant Board Position:** The committee discussed the vacant Board position and future vacancies.
- **Business Anniversary Event:** The committee recommends the recognition of business anniversaries (25 years+) in a group format annually or semi-annually at Board meetings at 9:00 a.m. It was suggested that August is typically a good option, though this year we will target September or October.
- **Bureau Detroit Videos:** Bassett reported that Bureau will complete its b-roll and event shooting after Day On The Town on July 27, and that video first drafts will be sent to the BSD in August.

Meeting was adjourned at 9:53 a.m.

**Upcoming Meetings/Events**

- BSD Board Meeting – June 6, 2024, at 8:30 a.m.
- Maintenance & Capital Improvements Committee – June 11, 2024, at 8:30 a.m.
- Merchant Meeting – June 11, 2024, at 4:00 p.m.

- Marketing & Advertising Committee – June 12, 2024, at 8:30 a.m.
- Quarterly Committee Chair Meeting – June 13, 2024, at 8:30 a.m.
- Special Events Committee – June 14, 2024, at 8:30 a.m.
- Business Development Committee – June 25, 2024, at 8:30 a.m.
- Tourism Advisory Committee – July 17, 2024, at 10:00 a.m.

**NEXT MEETING: Wednesday, June 26, 2024, at 8:30 a.m.**

APPROVED