

Executive Committee Meeting Minutes

Birmingham City Hall, 151 Martin Street, Conference Room 202

July 29, 2026, at 8:30 a.m.

In Attendance: A. Pohlod, Z. Kay, J. Ecker, S. Wolf
Absent: D. Fehan
Guests: None
Staff: E. Bassett

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

Approval of Minutes: Motion by Kay, seconded by Wolf, to approve the minutes dated May 20, 2026. All ayes, motion passed.

Public Comment: None

Presentations:

- **Social Media Report:** Bassett advised that Saturday Social will prepare a six-month report to include February – July 2026 for presentation at the August 6, 2026 BSD Board meeting.
- **Mid-year Marketing Report:** Bassett presented the report, noting a slight reduction in overall impressions due to the cancelation of the BRRmtingham Blast event (due to weather) and due to some shifts in the media plan. In general, analytics are tracking nicely.

New Business:

- **Blade Sign Grant Program:** The committee reviewed the Blade Sign Grant Program draft. Bassett advised that the Business Development committee, City of Birmingham Planning Department and City of Birmingham Attorney all reviewed the draft. Bassett to make some minor language and content organization edits as directed by the committee before presenting it to the BSD Board on August 6, 2026.

Old Business:

- **Assessment Renewal:** Bassett advised that a Memorandum to set the public hearing dates for the BSD Special Assessment Renewal will be presented to the City Manager and City Commission on the August 10, 2026 City Commission consent agenda.

Committee Updates:

The committee discussed brief committee updates, noting that some of the committees did not meet in June and July.

Other Updates:

- Bassett advised that BSD employee evaluations are complete and that all employees are eligible for a 3% cost of living increase and some for merit increases.
- The committee selected City Hall as the BSD Board meeting location for the August 6, 2026 and September 3, 2026 BSD Board meetings. Bassett will contact The Townsend Hotel for the October 1, 2026 BSD Board meeting, as we plan to recognize several businesses for their milestone anniversaries and will need different accommodations.

Meeting adjourned at 9:27 a.m.

NEXT MEETING: Wednesday, August 26, 2026, at 8:30 a.m.