



Executive Committee Meeting

February 17, 2023, 8:30 AM
151 Martin Street, Birmingham, MI
City Hall Conference Rooms 202 & 203

Committee Members: Amy Pohlod, Chair; Richard Astrein, Tom Markus, Michael McKenzie, Bill Roberts, Doug Fehan

Staff: Cristina Sheppard-Decius, Executive Director; Melinda Comerford, Office Specialist

AGENDA

1. Welcome and Attendance
2. Approval of Minutes: **January 25, 2023**
3. Public Comment
4. Updates:
 - a) Special Events Committee
 - b) Marketing and Advertising Committee
 - c) Capital Improvements and Maintenance Committee
 - d) Business Development Committee
5. New Business
 - a) Strategic Planning Draft
6. Board Anticipated Action Items
 - a) FYE2023/24 Budget
 - b) 2023 Marketing Budget
 - c) Website URL
 - d) Bylaws
7. Old Business
 - a) Summer Floral Planters - New Contract
 - b) Website Hosting, Maintenance Renewal & Additional Updates
 - c) 2023 Event Budget Update
8. On-Deck
 - a) Holiday Lighting Plan 2023/24
 - b) Restaurant Promotion Recommendation

Upcoming Meetings/Events

- BSD Board Meeting –March 2, 2023, at 8:30 a.m.
- Maintenance & Capital Improvements Committee – March 14, 2023, at 8:30 a.m.
- Special Events Committee – March 10, 2023, at 8:30 a.m.
- Marketing & Advertising Committee – March 16, 2023, at 8:30 a.m.
- Business Development Committee – February 28, 2023, at 8:30 a.m.
- Executive Committee – April 5, 2023, at 8:30 a.m.