



Executive Committee Meeting

Monday, April 26, 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; Nicole Gerkey, Office & Events Assistant

AGENDA

1. Welcome and Attendance
2. Approval of Minutes: **February 17 & April 10, 2023**
3. Public Comment
4. Board Anticipated Action Items & Presentations
 - a) Business Anniversaries to be Recognized: Village Players, Community House, Astreins
 - b) Committee Appointments
 - c) Business Mix Analysis Presentation & Recommendation
 - d) Wayfinding Presentation
5. Committee Updates
6. New Business
7. Old Business
 - a) Strategic Plan – Action Plan Assignments
8. Call to Committee

On-Deck

- Recognition of Business Anniversaries

Upcoming Meetings/Events

- BSD Board Meeting – May 4, 2023, at 8:30 a.m.
- Maintenance & Capital Improvements Committee – May 2, 2023, at 8:30 a.m.
- Special Events Committee – May 12, 2023, at 8:30 a.m.
- Marketing & Advertising Committee – May 18, 2023, at 8:30 a.m.
- Business Development Committee – May 1 and 30, 2023, at 8:30 a.m.
- Executive Committee – May 24, 2023, at 8:30 a.m.

Goals

External

- Increase Local Frequency
- Expand Regional Attraction, Tourism & Extend Stays
- Diversify & Balance Business & Product Mix
- Improve East of Access & Connectivity

Internal

- Increase BSD Value
- Sustain Services & Appeal