



Committee Chair Meeting

Wednesday, June 21, 2023

8:30 AM

151 Martin Street, Birmingham, MI
City Hall Conference Rooms 202 & 203

Committee Members: Amy Pohlod, Chair; Richard Astrein,
Michael McKenzie, Zachary Kay, Sarvy Lipari

Staff: Cristina Sheppard-Decius, Executive Director

AGENDA

1. Welcome and Attendance
2. Public Comment
3. Business Feature Promotion
4. 2024 Event Planning Meeting
5. Committee Membership/Roles/Appointments
6. Committee Updates
7. Call to Committee

Upcoming Meetings/Events

- Marketing & Advertising Committee – July 20, 2023, at 8:30 a.m.
- Business Development Committee – June 27, 2023, at 8:30 a.m.
- Executive Committee – June 28, 2023, at 8:30 a.m.
- Maintenance & Capital Improvements Committee – June 30, 2023, at 8:30 a.m.
- BSD Board Meeting – July 6, 2023, at 8:30 a.m.
- Special Events Committee – July 14, 2023, at 8:30 a.m.

Goals

External

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

Internal

- Increase BSD Value
- Sustain Services & Appeal