



## Executive Committee Meeting

Wednesday, May 24, 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 & April 26**
3. Public Comment
4. Board Anticipated Action Items & Presentations
  - a) Business Anniversaries to be Recognized: Astreins
  - b) Annual Advertising Plan – Contract Approvals for Beasley Media and iHeart
  - c) Marketing Committee Appointments
5. Committee Updates
6. New Business
  - a) Parking Recommendations
  - b) Board Meeting Locations for FYE2024
  - c) Advisory/Focus Groups
7. Old Business
  - a) Strategic Plan – Action Plan Assignments
8. Call to Committee

### Upcoming Meetings/Events

- BSD Board Meeting – June 1, 2023, at 8:30 a.m.
- Special Events Committee – June 9, 2023, at 8:30 a.m.
- Maintenance & Capital Improvements Committee – June 13, 2023, at 8:30 a.m.
- Marketing & Advertising Committee – June 15, 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.

## 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