



## Executive Committee Meeting

Wednesday, July 26, 2023

8:30 AM

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

**Committee Members:** Amy Pohlod, Chair; Richard Astrein, Jana Ecker, Michael McKenzie, Bill Roberts, Doug Fehan

**Staff:** Cristina Sheppard-Decius, Executive Director; Erika Bassett, PR & Marketing Specialist

## AGENDA

1. Welcome and Attendance
2. Approval of Minutes: **June 28, 2023**
3. Public Comment
4. Board Anticipated Action Items & Presentations
  - a) Committee Appointments (August)
  - b) 2024 Event Plan
  - c) Business Development Budget
5. New Business
  - a) Elections
  - b) Reappointments
  - c) Staff Reviews
6. Old Business
  - a) Public Valet at Daxton
  - b) Advisory/Focus Groups
7. On-Deck
  - a) Tourism Advisory Committee Appointments
  - b) Business Video Features
8. Committee Updates

### 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

### Upcoming Meetings/Events

- BSD Board Meeting –August 3, 2023, at 8:30 a.m.
- Maintenance & Capital Improvements Committee – August 8, 2023, at 8:30 a.m.
- Special Events Committee – August 11, 2023, at 8:30 a.m.
- Marketing & Advertising Committee – August 17, 2023, at 8:30 a.m.
- Business Development Committee – August 22, 2023, at 8:30 a.m.
- Executive Committee – August 30, 2023, at 8:30 a.m.