



Executive Committee Meeting

Wednesday, August 30, 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: **July 26, 2023**
3. Public Comment
4. Board Anticipated Action Items & Presentations
 - a) Tourism Advisory Committee Mission & Appointments
 - b) Business Development Budget
 - c) Business Video Features
 - d) Business Anniversaries
5. New Business
 - a) Board Reappointments (Update)
 - b) Board Composition – Law/Ordinance Comparison
 - c) SAD Cap Rate
 - d) Quarterly Chair Meeting - September
6. Old Business
 - a) Health/Fitness Zoning Amendment
7. On-Deck
 - a) 2024 Event Plan
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 –September 7, 2023, at 8:30 a.m.
- Maintenance & Capital Improvements Committee – September 12, 2023, at 8:30 a.m.
- Special Events Committee – September 8, 2023, at 8:30 a.m.
- Marketing & Advertising Committee – September 21, 2023, at 8:30 a.m.
- Business Development Committee – September 26, 2023, at 8:30 a.m.
- Executive Committee – September 27, 2023, at 8:30 a.m.