



Executive Committee Meeting

Wednesday, September 27, 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: **August 30, 2023**
3. Public Comment
4. Board Anticipated Action Items & Presentations
 - a) Tourism Advisory Committee Mission & Appointments
 - b) Marketing Committee Appointment
 - c) The Great Decorate
 - d) Gift Guide & Spring Fashion Contract
 - e) Winter Bazaar Event
 - f) Calendar of Events & Meetings
 - g) Anniversaries: SEE & Roots
5. New Business
 - a) MDA Conference Attendance
6. Old Business
 - a) Board Reappointments (Update)
 - b) Board Composition – Law/Ordinance Comparison
7. On-Deck
 - a) CRM & Website Hosting
 - b) Anniversaries: Antonio's Bridal
8. Committee Updates

Upcoming Meetings/Events

- BSD Board Meeting – October 5, 2023, at 8:30 a.m.
- Maintenance & Capital Improvements Committee – October 10, 2023, at 8:30 a.m.
- Special Events Committee – October 13, 2023, at 8:30 a.m.
- Marketing & Advertising Committee – October 19, 2023, at 8:30 a.m.
- Business Development Committee – October 24, 2023, at 8:30 a.m.
- Executive Committee – October 25, 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