



Committee Chair Meeting

Monday, October 2, 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. Goals & Objectives Review
4. 6-month Outlook of Projects/Contracts
5. Committee Membership
6. Committee Updates
7. Call to Committee

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