



Executive Committee Meeting

Wednesday, October 25, 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: **September 27, 2023**
3. Public Comment
4. Board Anticipated Action Items & Presentations
 - a) Business Anniversaries – Antonio’s Bridal
 - b) Recognition of Steve Quintal’s Board Service
 - c) Quarterly Marketing Presentation
 - d) Committee Appointment of Michele Taddei
 - e) 2024 Committee Meeting Schedule
 - f) CRM Contract
 - g) Holiday/Winter Logo/Icon
5. New Business
 - a) MSOC Select Level
6. Old Business
 - a) none
7. On-Deck
 - a) Website Hosting
 - b) Sponsor Criteria
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 – November 9, 2023, at 8:30 a.m.
- Maintenance & Capital Improvements Committee – Nov. 14, 2023, at 8:30 a.m.
- Special Events Committee – November 10, 2023, at 8:30 a.m.
- Marketing & Advertising Committee – November 16, 2023, at 8:30 a.m.
- Business Development Committee – November 28, 2023, at 8:30 a.m.
- Executive Committee – November 29, 2023, at 8:30 a.m.