



Executive Committee Meeting

Wednesday, November 29, 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: **October 25, 2023**
3. Public Comment
4. Board Anticipated Action Items & Presentations
 - CRM Contract
 - Sponsorship Criteria
5. New Business
 - Long-Range Planning & FYE2025 Budget
 - Executive Committee Elections – January
 - Next Executive Committee Meeting – Holiday Conflict
6. Old Business
 - MSOC Resolution by City Commission
 - Board Trainings & Manuals
7. Committee Updates

On-Deck

- Website Hosting
- Strategic Planning Review

Upcoming Meetings/Events

- BSD Board Meeting – December 7 2023, at 8:30 a.m.
- Maintenance & Capital Improvements Committee – December 12, 2023, at 8:30 a.m.
- Special Events Committee – December 8, 2023, at 8:30 a.m.
- Marketing & Advertising Committee – December 21, 2023, at 8:30 a.m.
- Business Development Committee – TBD at 8:30 a.m.
- Executive Committee – November 29, 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