



# Tourism Advisory Committee Meeting

Thursday, December 14, 2023

10:00 AM

Birmingham Historical Museum  
556 W. Maple, Birmingham, MI

**Committee Members:** Kitty Adler, Joe Bauman, Rebekah Craft, Kamala Cummings, Marianne Gamboa, Leslie Pielack, Julie Sloan, Annie VanGelderer, Ryan Zemmin

**Staff:** Cristina Sheppard-Decius, Executive Director; Erika Bassett, PR & Marketing Specialist

## AGENDA

1. Welcome and Attendance
2. Introductions
3. Overview of Goals/Objectives of Committee
4. SWOT Analysis
5. Target Audience
6. Brainstorming Session
7. Next Meeting

## 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