



Executive Committee Meeting

Wednesday, December 20, 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: **November 29, 2023**
3. Public Comment
4. Board Anticipated Action Items & Presentations
 - Appointment to Marketing & Advertising Committee - Sloane Wolfe
 - Chamber Sponsorship (Monetary)
 - Unabashed Bash Sponsorship (Bham Bucks of \$300)
 - Officer Elections & Executive Committee Members
 - Short-Term Parking & Meter Hours
5. New Business
 - BSD Strategic Planning Meeting 2024
 - Staff Lunch
6. Old Business
7. Committee Updates

On-Deck

- CRM/Website Hosting
- Strategic Planning Review

Upcoming Meetings/Events

- BSD Board Meeting – January 4, 2024, at 8:30 a.m.
- Maintenance & Capital Improvements Committee – January 9, 2024, at 8:30 a.m.
- Merchant Meeting – January 9, 2024, at 4 p.m. at Hazel's
- Special Events Committee – January 12, 2024, at 8:30 a.m.
- Marketing & Advertising Committee – January 10, 2024, at 8:30 a.m.
- Business Development Committee – January 23, 2024 at 8:30 a.m.
- Executive Committee – January 24, 2024, 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