



Tourism Advisory Committee Meeting

Wednesday, January 17, 2024

10:00 AM

Lux Travel Girl

114 S. Old Woodward Ave., Suite 3
Birmingham, MI

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

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

AGENDA

1. Welcome and Attendance
2. Approval of Minutes – December 14, 2023
3. Chairperson Recommendation
4. Resource & Non-voting Members
5. Recap of Previous Meeting
6. Target Audience
7. Prioritization of Needs & Ideas
8. Next Steps
9. Next Meeting – Feb. 14?

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