



Executive Committee Meeting

Wednesday, January 24, 2024

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: **December 20, 2023**
3. Public Comment
4. Board Anticipated Action Items & Presentations
 - Reappointment of Doug Fehan – Emeritus Member
 - Appointment of Tourism Advisory Committee Chair
 - Quarterly Marketing Presentation
 - 2023 Holiday Recap
5. New Business
6. Old Business
 - Short-Term Parking & Meter Hours
 - BSD Strategic Planning Meeting 2024
 - Staff Lunch
7. Committee Updates

On-Deck

- CRM/Website Hosting

Upcoming Meetings/Events

- BSD Board Meeting – February 1, 2024, at 8:30 a.m.
- Maintenance & Capital Improvements Committee – February 13, 2024, at 8:30 a.m.
- Special Events Committee – February 9, 2024, at 8:30 a.m.
- Marketing & Advertising Committee – February 15, 2024, at 8:30 a.m.
- Business Development Committee – February 27, 2024 at 8:30 a.m.
- Executive Committee – February 28, 2024, at 8:30 a.m.
- Tourism Advisory Committee – February 15, 2024 at 10:00 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