



## Committee Chair Meeting

Wednesday, February 7, 2024

8:30 AM

151 Martin Street, Birmingham, MI  
City Hall Conference Rooms 202 & 203

**Committee Members:** Amy Pohlod, Chair; Michael McKenzie, Zachary Kay, Sarvy Lipari, Jessica Lundberg

**Staff:** Melissa Fairbairn, Interim Executive Director

## AGENDA

1. Welcome and Attendance
2. Public Comment
3. Approval of October 2, 2023 Meeting Minutes
4. FY25 Proposed Budget
5. Committee Updates
6. Call to Committee

### Upcoming Meetings/Events

- BSD Board Meeting – March 7, 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.

## 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