



Tourism Advisory Committee Meeting

Thursday, February 15, 2024

10:00 AM

Lux Travel Girl

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

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

Staff: Melissa Fairbairn, Interim Executive Director; Erika Bassett, PR & Marketing Specialist

AGENDA

1. Welcome and Attendance
2. Approval of Minutes – January 17, 2024
3. Chairperson Appointment Update
4. Establish Meeting Schedule
5. Target Audience Discussion
6. Resource/Non-voting Member Follow Up
7. Tourism Guide/Materials Discussion

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