

Tourism Advisory Committee Meeting Minutes
Birmingham Museum, 556 W. Maple, Birmingham, MI
December 14, 2023, at 10 a.m.

Meeting began at 10:05

Introductions of committee members and guests. This was the first meeting of the committee.

In Attendance: Kitty Adler, Townsend Hotel; Joe Bauman, BBCC; Kamala Cummings, Lux Travel and Special Events Committee Representative; Marianne Gamboa, City of Birmingham Communications Dept., Leslie Pielack, Birmingham Museum; Julie Sloan, StartUp Nation and Marketing Committee Representative; Annie VanGelderren, BBAC; Annaka Norris, Main Street Oakland County; and Ryan Zemmin, Daxton Hotel.

Staff: C. Sheppard-Decius and E. Bassett

Guests: Caitlin Donnelly, Birmingham Museum

Absent: Rebekah Craft, Birmingham Library

Public Comment: none

Goals & Objectives Review

The committee briefly reviewed the goals and objectives of building collaborations and marketing to expand regional attraction, tourism and extend stays in Downtown Birmingham.

Target Audience

Sheppard-Decius shared the BSD's retail market profile which identified the primary target market of the district, and expressed that the tourism market target will need to be further identified through the input from the committee members. Tourism markets are secondary to the BSD, but generally makes up about 20-25% of its total target market.

SWOT Analysis

Individually the committee shared their thoughts on some of the strengths, weaknesses, opportunities and threats that can support or impact tourism efforts in Birmingham, as well as sharing their organization's assets and efforts. Summary below:

- Detroit has risen to #5 in travel & leisure nationally
- Typical tourism audience
 - business travelers, family events, some out of country non-english speaking guests, foreign transfers
- Ideas for Activation & Areas of Need –
 - Tours
 - Existing - museum tour groups, walking tour 2x/year, Marshall Fredericks tour, Cemetery tours by Friends of the Museum,
 - New/Needed – more walking tours (women's tour is popular currently at museum), walking/running routes, art gallery routes and tours, architectural and history tours, art activities

- Information Needed
 - restaurant list by cuisine
 - Team building experiences are being requested
 - Lunch locations
 - Guests are asking about small businesses, local gift shopping (identify those that exist and recruitment of a Michigan/local-centric gift shop or ideas for existing businesses to add to their product line)
- Opportunities
 - package deals or discounts for travelers
 - tie in with The Henry Ford & place information at hotels outside of town
 - Underground railroad bus tour with other museums coming soon
 - Backyard Tourism Communication needed
 - Connection to Woodward Corridor assets
 - Leverage other events and activities in the area, ie: Pride events, golfing, Rocket Mortgage
 - Work with Under the Radar (Tom Dalton) for coverage
 - Joint Calendar – potentially use Local Hop or Shared Google calendar with themed categories
- Assets to connect with – Cranbrook, M1, DMCVB, Out of Office Garage, Motown Museum, Visit Oakland County webpage, County Tourism Study, Rouge corridor (Friends of the Rouge), Public Arts Board
- Materials needed:
 - Tour/Visitor Pitch Deck
 - QR codes on wayfinding

Next Steps

- Identify and narrow key projects and marketing opportunities that the committee can collaborate on, as well as defining resources needed.
- Joe Bauman to follow up with M1 Concourse.
- Ryan Zemmin to follow up with Cranbrook.
- Kamala Cummings to coordinate a meeting with DMCVB.

Next Meeting

January 17, 2024, at 10:00 a.m. at the Daxton Hotel.

Meeting adjourned at 11:15 a.m.

Drafted by: CSD

Reviewed by: CSD 12/20/23