

Tourism Advisory Committee Meeting Minutes

Lux Travel Girl, 114 S. Old Woodward Ave., Suite 3, Birmingham, MI

January 17, 2024, at 10 a.m.

Meeting began at 10:05

In Attendance: Joe Bauman, BBCC; Kamala Cummings, Lux Travel and Special Events Committee Representative; Marianne Gamboa, City of Birmingham Communications Dept., Julie Sloan, StartUp Nation and Marketing Committee Representative; Annie VanGeldereren, BBAC; and Ryan Zemmin, Daxton Hotel.

Staff: C. Sheppard-Decius and E. Bassett

Guests: Caitlin Donnelly, Birmingham Museum

Absent: Kitty Adler, Townsend Hotel; Leslie Pielack, Birmingham Museum; Annaka Norris, Main Street Oakland County; Rebekah Craft, Birmingham Library

Public Comment: none

Approval of Minutes

VanGeldereren motioned to approve the minutes from December 14, 2023. Bauman seconded. All ayes. Motion approved.

Chairperson Recommendation

Bauman motioned to recommend Kamala Cummings as Committee Chair. Seconded by VanGeldereren. All ayes. Motion approved.

Resource & Non-Voting Members

The committee discussed possible resources and/or other non-voting members that may be needed for the committee, including M1 Concourse, DIA, Cranbrook, DMCVB, local ad/PR agency Identity, McCann or Shift Digital. They also suggested connecting with SMART regarding transportation options and connections, Dream Cruise's Tony Michaels, Pure Michigan/Dave Lorenz, travel and leisure reporters, other museums, stadiums and theaters. Reach out to these resources for annual calendar of events

NFL Draft is April 25-27 – need to determine possible connections.

Target Audience

Refer to the market analysis to create an outer ring (25-30%) market to reach within the Metro area as a primary audience, then secondary markets in key segments in Michigan.

Prioritization of Needs & Ideas

- Visitor Guide (City is creating a Parks & Rec Guide)
- Day Trip Experiences
- Big Ticket Packages

Next Meeting

To be determined due to a conflict with a religious holiday.

Meeting adjourned at 11:05 a.m.

Drafted by: CSD

Reviewed by: CSD 1/24/24

APPROVED