



## Executive Committee Meeting

Wednesday, February 28, 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, Zack Kay, Doug Fehan

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

## AGENDA

1. Welcome and Attendance
2. Approval of Minutes: **January 24, 2024**
3. Public Comment
4. Board Anticipated Action Items & Presentations
  - Budget
  - Executive Director Job Description & BSD Organizational Chart
  - Spring/Summer and Farmers Market Logos
  - Spring Fashion Proposal
5. New Business
6. Old Business
  - BSD Strategic Planning Meeting 2024
  - Staff Lunch
7. Committee Updates
8. Other Business
  - BSD Info Brochure
  - Special Event Application

### On-Deck

- CRM/Website Hosting

### Upcoming Meetings/Events

- BSD Board Meeting – March 7, 2024, at 8:30 a.m.
- Special Events Committee – March 8, 2024, at 8:30 a.m.
- Maintenance & Capital Improvements Committee – March 12, 2024, at 8:30 a.m.
- Marketing & Advertising Committee – March 13, 2024, at 8:30 a.m.
- Business Development Committee – March 19, 2024 at 8:30 a.m.
- Executive Committee – March 20, 2024, at 8:30 a.m.
- Tourism Advisory Committee – March 21, 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