



Tourism Advisory Committee Meeting

Thursday, March 21, 2024

10:00 AM

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

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 – **February 15, 2024**
3. Establish Quarterly Meeting Schedule
4. Target Audience Discussion
5. Visit Detroit Update
 - [NFL Draft Business Resource Kit](#)
6. Establish Committee Goals & Objectives
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