



## Executive Committee Meeting

Wednesday, March 20, 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: **February 28, 2024**
3. Public Comment
4. Board Anticipated Action Items & Presentations
  - Executive Director Update
  - Beasley Marketing Proposal
5. New Business
6. Old Business
  - MSOC Update
7. Committee Updates
8. Other Business

### Ongoing

- CRM/Website Hosting
- New Business Welcome Packet

### Upcoming Meetings/Events

- BSD Board Meeting – April 4, 2024, at 8:30 a.m.
- Maintenance & Capital Improvements Committee – April 9, 2024, at 8:30 a.m.
- Marketing & Advertising Committee – April 10, 2024, at 8:30 a.m.
- Special Events Committee – April 12, 2024, at 8:30 a.m.
- Business Development Committee – April 23, 2024 at 8:30 a.m.
- Executive Committee – April 24, 2024, at 8:30 a.m.
- Tourism Advisory Committee – TBD

## 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