



Executive Committee Meeting

Wednesday, June 26, 2024,
8:30AM

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: Erika Bassett, Executive Director

AGENDA

1. Welcome and Attendance
2. Approval of Minutes: **May 29, 2024**
3. Public Comment
4. Board Anticipated Action Items & Presentations
 - Sustainability Presentation – July 11 Board Meeting
5. New Business
6. Old Business
7. Committee Updates
8. Quarterly Committee Chair Meeting Update
9. Updates
 - PR/Marketing Specialist
 - Vacant Board Position
 - Business Anniversary Event
 - New Business Welcome Packet
 - Bureau Detroit Videos

Ongoing

- CRM/Website Hosting

Upcoming Meetings

- BSD Board Meeting – July 11, 2024, at 8:30 a.m.
- Maintenance & Capital Improvements Committee – July 9, 2024, at 8:30 a.m.
- Marketing & Advertising Committee – July 10, 2024, at 8:30 a.m.
- Special Events Committee – July 12, 2024, at 8:30 a.m.
- Tourism Advisory Committee – July 17, 2024, at 10:00 a.m.
- Business Development Committee – July 23, 2024, at 8:30 a.m.
- Executive Committee – July 24, 2024, at 8:30 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