



# Tourism Advisory Committee Meeting

Wednesday, July 17, 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 VanGelderens, Ryan Zemmin, Annaka Norris

**Staff:** Erika Bassett, Executive Director

## AGENDA

1. Welcome and Attendance
2. Approval of Minutes – **April 24, 2024**
3. Tourism Guide/Materials Update
4. Partnerships Update
5. Market Data
6. Select Next Meeting Date
  - Proposed date: October 30

### 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