



Executive Committee Meeting

Wednesday, July 24, 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 and June 26, 2024**
3. Public Comment
4. Board Anticipated Action Items & Presentations
 - Nick's Maintenance Contract Extension
5. New Business
6. Old Business
7. Committee Updates
8. Updates
 - PR/Marketing Specialist
 - CRM/Website Hosting
 - Vacant Board Position
 - Business Anniversary Event
 - [New Business Welcome Guide](#)
 - Bureau Detroit Videos

Ongoing

Upcoming Meetings

- See included schedule

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

Next Meeting

Wednesday, August 28, 2024, at 8:30 a.m.