



## Executive Committee Meeting

**Wednesday, August 28, 8:30AM**  
**151 Martin Street, Birmingham, MI**  
**City Hall Conference Rooms 202 & 203**

**Committee Members:** Amy Pohlod, Chair; Richard Astrein, Jana Ecker, Mike McKenzie, Zack Kay, Doug Fehan

**Staff:** Erika Bassett, Executive Director

## AGENDA

1. Welcome and Attendance
2. Approval of Minutes: **July 24, 2024**
3. Public Comment
4. Board Anticipated Action Items & Presentations
  - Birmingham Bloomfield Chamber Sponsorship
  - Events and Business Development Assistance
5. New Business
  - Proposed 2025 Committee Schedule
6. Old Business
7. Committee Updates
8. Updates
  - PR/Marketing Specialist
  - DPS Luncheon
  - Vacant Board Position
  - Business Anniversary Event – October
  - 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, October 2, 2024, at 8:30 a.m.