

Executive Committee Meeting Minutes
Birmingham City Hall, 151 Martin Street, Conference Rooms 202 & 203
August 28, 2024, at 8:30 a.m.

In Attendance: A. Pohlod, R. Astrein, Z. Kay, J. Ecker, M. McKenzie
Absent: D. Fehan
Staff: E. Bassett, J. Brook

Pohlod called the meeting to order at 8:34 a.m.

Approval of Minutes: Motion by Astrein, seconded by Kay, to approve the minutes dated July 24, 2024. All ayes. Motion passed.

Public Comment: None

Board Anticipated Action Items & Presentations

1. Birmingham Bloomfield Chamber Annual Sponsorship

The committee reviewed the annual sponsorship commitment and benefits, and recommends the Board approve continued sponsorship at \$2,500 for 2025.

2. Events and Business Development Assistant Role

The committee reviewed the job description and responsibilities of the expanded Events and Business Development Assistant role. Pohlod advised that the approved budget includes this expanded role.

New Business

1. The committee reviewed the proposed committee and Board meeting schedule and suggests with the following changes:
 - a. Executive Committee
 - i. Move January 29, 2025 to January 30, 2025
 - ii. Move September 24, 2024 to September 25, 2025
 - iii. Move December 24, 2025 to December 17, 2025
 - b. Board Meetings
 - i. Move January, April, July and October Board meetings from the first Thursday of the month to the second Thursday of the month.
 - c. Quarterly Chair Meetings: The committee proposed this group meet semi-annually instead of quarterly, with one of the meetings to be in October/November to discuss committee budgets.
 - d. Tourism Advisory Committee: This committee was intended to continue for 1 year (2024) and the last meeting will be on October 30, 2024. The committee recommends continuing with semi-annual meetings as a Tourism Advisory Group.

Committee Updates

Committee members gave individual committee updates, with the exception of the Special Events Committee that did not meet in July.

Updates

- **PR/Marketing Specialist:** Bassett reported that the new PR/Marketing Specialist, Sheri Hunter, started the week of August 26.
- **DPS Luncheon:** Bassett reported that the DPS Appreciation Luncheon will be held on September 11 at 11 a.m. and that all Board members are welcome to attend.
- **Business Anniversary Event:** Bassett advised that several businesses are confirmed to attend the Recognition event following the October 10 Board meeting. The Board meeting will begin at 8 a.m. and recognition of businesses will occur at 9 a.m.
- **New Business Welcome Guide:** Bassett presented copies of the printed New Business Guide and advised that distribution of the guide is underway.
- **Bureau Detroit Videos:** Bassett reported that first drafts were reviewed by the Marketing and Business Development committee representatives and internal team. Bureau will be providing new video drafts soon to share with the full committees.

Meeting adjourned at 9:48 a.m.

NEXT MEETING: Wednesday, October 2, 2024, at 8:30 a.m.

APPROVED