



## Tourism Advisory Committee Meeting

**Wednesday, October 30, 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 VanGeldereren, Ryan Zemmin, Annaka Norris

**Staff:** Erika Bassett, Executive Director

## AGENDA

1. Welcome and Attendance
2. Approval of Minutes – **July 17, 2024**
3. Architectural Tourism Presentation – Kevin F. O'Shea
4. Tourism Guide/Materials Update
5. Partnerships Update
6. 2025 Meeting 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