



## Executive Committee Meeting

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

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

**Staff:** Erika Bassett, Executive Director

## AGENDA

1. Welcome and Attendance
2. Approval of Minutes: **October 2, 2024**
3. Public Comment
4. Board Anticipated Action Items & Presentations
  - Downtown Birmingham Videos
5. New Business
  - Recognition of New Board Members
  - Website Contract Draft
6. Old Business
7. Committee Updates
8. Updates
  - Events and Business Development Assistant

### Ongoing

- Vacant Board Positions
- Bureau Detroit Videos

### 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, November 27, 2024, at 8:30 a.m.