

Tourism Advisory Committee Meeting Minutes

Lux Travel Girl, 114 S. Old Woodward Ave., Suite 3, Birmingham, MI

April 24, 2024, at 10 a.m.

Cummings started the meeting at 10:10 a.m.

In Attendance: Kamala Cummings (Chair), Joe Bauman, Leslie Pielack, Annie VanGelderens, Rebekah Craft, Julie Sloan

Staff: M. Fairbairn and E. Bassett

Absent: Marianne Gamboa, Kitty Adler, Ryan Zemmin, Annaka Norris

Public Comment: None

Approval of Minutes

Motion by VanGelderens, seconded by Bauman, to approve the minutes dated February 15, 2024.

Establish Quarterly Meeting Schedule

Bassett to send a poll to committee members to determine the Q3 and Q4 meetings.

Target Audience

The committee discussed reaching out to the hotels and select retailers with regional draw, Oakland County, and looking at available software data to help define unique target segments.

Visit Detroit Update

Cummings and Bassett to schedule a meeting at the DCVB in the coming months to determine opportunities.

NFL Draft Update

Bassett advised that several BSD businesses are offering special discounts to Draft guests. Daxton and The Townsend Hotels agreed to promote the offers via print and digital communications to hotel guests.

Establish Committee Goals & Objectives

- Connect with currently accessible opportunities and partnerships including:
 - Pure Michigan (Joe Bauman)
 - DCVB (Bassett & Cummings)
 - Historical/Architecture (Pielack)
 - Broadway in Detroit (Bassett)
 - Tigers (Bassett)
 - DIA (Cummings & VanGelderens)
 - Oakland County CVB, in development
- Promotion of the District as a day trip and destination
 - Itinerary templates targeted to various audiences
 - Explore key messaging for regional attraction, seasonal
 - Explore community calendar options including Local Hop

Tourism Guide/Materials

The committee discussed the development of a visitor's guide to include district retailers, restaurants and spas, and also events and activities. Bassett to explore with Marketing Committee initiatives.

Next Meeting

TBD

Meeting adjourned at 11:00 a.m.

Drafted by: Erika Bassett

Reviewed by:

APPROVED