

Tourism Advisory Committee Meeting Minutes
Conference Rooms 202 & 2023, City Hall, 151 Martin Street, Birmingham, MI
July 17, 2024, at 10 a.m.

Cummings called the meeting to order at 10:03 a.m.

In Attendance: Kamala Cummings (Chair), Joe Bauman, Leslie Pielack, Annie VanGelderren, Rebekah Craft, Julie Sloan, M. Gamboa, R. Zemmin

Staff: E. Bassett

Absent: Kitty Adler, Annaka Norris

Public Comment: None

Approval of Minutes

Motion by VanGelderren, seconded by Bauman, to approve the minutes dated April 24, 2024. All ayes, motion passed.

Tourism Guide/Materials Update

Bassett reported that the Marketing Committee is currently working on a guide to serve for local tourism and marketing purposes.

Partnerships Update

The committee discussed the status of the partnerships update.

- Pure Michigan: In progress, Joe Bauman
- DCVB: Bassett and Cummings visited Hometown Tourist day and are working to meet with DCVB Director, Harriet Carter
- Historical/Architecture: Pielack ready to contribute to materials as needed
- Broadway in Detroit: Bassett has established a partnership this summer to include traded advertising and giveaways
- Tigers: In progress, Bassett
- DIA: In progress, Cummings and VanGelderren. VanGelderren reported that she is planning to apply for the DIA's Inside Out program.
- Oakland County CVB, in development. Bassett reported that Norris provided an update that this project has not yet gone to RFP through the county.

Market Data

Bassett presented updated market data (Jan 1 – June 30, 2024) to the group.

Q4 Committee Meeting

The committee selected October 30, 2024, at 10 a.m. for the Q4 meeting date.

Meeting adjourned at 11:00 a.m.

Next Meeting:
Wednesday, October 30, 2024, at 10 a.m.