

Tourism Advisory Committee Meeting Minutes
Lux Travel Girl, 114 S. Old Woodward Ave., Suite 3, Birmingham, MI
February 15, 2024, at 10 a.m.

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

In Attendance: Kamala Cummings (Chair), Lux Travel Girl; Joe Bauman, BBCC; Marianne Gamboa, City of Birmingham Communications Dept., Kitty Adler, Townsend Hotel; Julie Sloan, StartUp Nation and Marketing Committee Representative; Ryan Zemmin, Daxton Hotel; and Annaka Norris, Main Street Oakland County.

Staff: M. Fairbairn and E. Bassett

Absent: Leslie Pielack, Birmingham Museum; Annie VanGelderren, BBAC; Rebekah Craft, Baldwin Public Library

Public Comment: None

Approval of Minutes

Sloan made a motion, seconded by Gamboa, to approve the minutes dated January 17, 2024. All ayes. Motion approved.

Chairperson Appointment Update

The BSD Board approved the appointment of Kamala Cummings as Tourism Committee Chair.

Establish Meeting Schedule

The committee will determine the meeting schedule for the remainder of the calendar year at the March 21, 2024 meeting.

Target Audience

Bassett presented customer profile data for the BSD and larger trade area (primary audience). Norris to bring Placer ai data for North America, and Adler and Zemmin to bring customer profile data, to assist in defining audience targets.

Prioritization of Needs & Ideas

- Visitor Guide (City is creating a Parks & Rec Guide). Bassett to bring examples of current guides to March meeting.
- Day Trip Experiences
- Big Ticket Packages
- Persona Itinerary
- Incentives to Explore More

Opportunities/Resources to Explore

- Linked in profile – Birmingham Tourism
- Pure Michigan
- Smart/Amtrack Schedules and Partnerships

- Communications to local offices – corporate rates
- Identity PR – Develop a proposal for corporate travel

Next Meeting

March 21 at 10:00 a.m.

Meeting adjourned at 11:15 a.m.

Drafted by: Erika Bassett

Reviewed by: M. Fairbairn

APPROVED