



## Executive Committee Meeting

**Wednesday, December 18,  
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 30, 2024**
3. Public Comment
4. Board Anticipated Action Items & Presentations
  - Chair, Vice Chair and Secretary Elections
  - Executive Committee Appointments – Chair, Vice Chair
5. New Business
  - FYE 2026 Budget/Committee Budgets
6. Old Business
7. Committee Updates
8. Updates

### Ongoing

- Vacant Board Position
- Bureau Detroit Videos

### Upcoming Meetings

- See included 2025 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, January 30, 2025, at 8:30 a.m.