



Executive Committee Meeting

Thursday, January 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: **December 18, 2024**
3. Public Comment
4. Board Anticipated Action Items & Presentations
 - FYE 2026 Budget
 - 2024 Year End Marketing Report
5. New Business
6. Old Business
7. Committee Updates
8. Updates
 - Assessment Distribution
 - Snow Removal RFP

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, February 26, 2025, at 8:30 a.m.