



Executive Committee Meeting

Wednesday, May 28, 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: **April 23, 2025**
3. Public Comment
4. Board Anticipated Action Items & Presentations
 - Approved PSD Fund
 - Tourism Update
 - Website
5. New Business
6. Old Business
7. Committee Updates
8. Updates
 - Technical Assistance Grant

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, June 25, 2025, at 8:30 a.m.