



Executive Committee Meeting

Wednesday, July 29, 8:30AM
151 Martin Street, Birmingham, MI
City Hall Conference Rooms 202 & 203

Committee Members: Amy Pohlod, Chair; Jana Ecker, Sloane Wolf, Zack Kay, Doug Fehan

Staff: Erika Bassett, Executive Director

AGENDA

1. Welcome and Attendance
2. Approval of Minutes: **May 20, 2026**
3. Public Comment
4. Presentations
 - Social Media Report
 - Mid-year Marketing Report
5. New Business
 - Blade Sign Grant Program
6. Old Business
 - Assessment Renewal Update
7. Committee Updates
8. Updates

Upcoming Meetings

- See included 2026 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

August 26, 2026, at 8:30 a.m.