



## 2024 Special Event Planning Meeting

**July 21, 2023 - 8:30 a.m.**

**151 Martin Street, Birmingham, MI  
City Hall Conference Rooms 202 & 203**

**Committee Members:**

Special Events - Astrein (Chair), Kay (co-chair),  
Cummings, Fehan, Hussey, Lilley, Lipari  
Marketing & Advertising - Kay (Chair), Eid, Fenner,  
Lundberg, Pohlod and Quezada

**Staff:** Cristina Sheppard-Decius, BSD Executive  
Director; Jaimi Brook, Operations & Events Manager;  
and Erika Bassett, PR & Marketing Specialist

# AGENDA

1. Welcome and Attendance
2. Introductions
3. Event Calendar Recap & Gap Analysis
4. Review Goals, Objectives and Target Audiences
5. Review FYE2024 Budget
6. Brainstorming Session/Ideation
7. Goal Alignment & Prioritization
8. Event Schedule
9. Budget Needs
10. Recommendation to Board
11. Public Comment

## 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