



Advertising and Marketing Committee Meeting

October 21, 2021 8:30 AM

Members: Amy Pohlod, Zachary Kay, Jessica Lundberg, Samy Eid, Victoria Knight

Staff: Sean Kammer, Executive Director; Erika Bassett, BSD PR Specialist

1. Winter Video
 - Plan & vision
 - Deliverable dates
2. Holiday Gift Guide
 - Distribution and timeframes
3. Review the holiday budget and ad strategy
4. Regional marketing ideas
5. Social Media Impact Report
6. Other items

The next meeting of the Advertising and Marketing Committee will be held on Thursday, November 18, 2021 at 8:30 a.m.