



Advertising and Marketing Committee
Meeting Date: 11/16/2021
151 Martin Street,
Birmingham, MI 48009
248-530-1200
ALLINBirmingham.com

NOTICE

The highly transmissible COVID-19 Delta variant is spreading throughout the nation at an alarming rate. As a result, the CDC is recommending that vaccinated and unvaccinated personnel wear a facemask indoors while in public if you live or work in a substantial or high transmission area. Oakland County is currently classified as a substantial transmission area. The City has reinstated mask requirements for all employees while indoors. The mask requirement also applies to all board and commission members as well as the public attending public meetings.

Committee Members: Pohlod (Chair), Eid, Kay, Knight, and Lundberg

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

AGENDA

1. Review Holiday Video
2. Update on advertising campaign funds used/spots used
3. Workforce attraction planning
4. Marketing plan development for S. Old Woodward construction
5. New retail, dining, spa cards
6. Social media impact report
7. Other items

The next meeting of the Advertising and Marketing Committee is expected to take place on December 16th at 8:30 a.m.