



Advertising and Marketing Committee
Meeting Date: 12/17/2021
151 Martin Street,
Birmingham, MI 48009
248-530-1200
ALLINBirmingham.com

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

Staff: Sean Kammer, BSD Executive Director

AGENDA

1. Restaurant Week video
2. Restaurant Week advertising update
3. Birmingham Bucks- Consumer's Energy sponsorship
4. Workforce attraction event planning
5. Marketing plan development for S. Old Woodward construction
 - o Birmingham Bucks program
 - o Advertising
 - o Social Media
6. Update on advertising campaign funds used/spots used
7. Social media impact report
8. Other items

The next meeting of the Advertising and Marketing Committee is expected to take place on January 20, at 8:30 a.m.