



The Shopping District

Advertising and Marketing Committee Meeting

**Thursday, August 18, 8:30 a.m.
151 Martin Street, Birmingham, MI
City Hall Conference Rooms 202 & 203**

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

Staff: Jana Ecker, BSD Interim Executive Director; Erika Bassett, PR Specialist

AGENDA

1. Welcome and Attendance
2. Approval of Minutes – July 20 and August 11
3. Public Comment
4. Social Media and Web Report
5. Holiday Gift Guide and Fashion Proposal
6. Logo Discussion
7. Finalize Color Palette

NEXT MEETING DATE – Thursday, September 22, 2022 at 8:30 a.m.