



## Advertising and Marketing Committee Meeting

**Thursday, November 17, 8:30 a.m.**  
**151 Martin Street, Birmingham, MI**  
**City Hall Conference Rooms 202 & 203**

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

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

# AGENDA

1. Welcome and Attendance
2. Approval of Minutes – October 10, 2022
3. Public Comment
4. Social Media and Web Report – October and November
5. New Logo and Branding Implementation Update
  - Light Pole Banners
  - Website
  - Font Licensing
6. January Promotion Discussion
7. The Great Decorate Promotions
  - Bucks and promotions
8. Fiscal Year End 2023 Marketing Budget Review
9. 2023 Goals and Objectives
10. Other Business

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