



Advertising and Marketing Committee Meeting

Thursday, December 22, 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: Cristina Sheppard-Decius, Executive Director;
Erika Bassett, PR Specialist

AGENDA

1. Welcome and Attendance
2. Approval of Minutes – November 17, 2022
3. Public Comment
4. Fiscal Year End 2023 Marketing Budget Review
5. 2023 Goals and Objectives
6. Metrics– December Data
 - Social Media and Web Report
 - Birmingham Bucks Report
7. Website Continuous Improvement Wish List
8. Post-Holiday Business Survey
9. January/February Promotion Discussion
10. Miscellaneous:
 - Swag/Conference & Tour Giveaways
 - BEF Birmingham Bucks – Sponsor Policy/Budget
11. Other Business

NEXT MEETING DATE – Thursday, January 19, 2022 at 8:30 a.m.