



Advertising and Marketing Committee Meeting

Thursday, February 9, 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

Guest: Amy Gill, Seen Media

AGENDA

1. Welcome and Attendance
2. Approval of Minutes – December 22, 2022
3. Public Comment
4. Spring Fashion Video and Insert Planning
5. Marketing Budget 2023
6. Social Media and Website Analytics Report and Holiday Advertising Results
7. Post-Holiday Retail Survey Results
8. February/March Social Media Plan
9. Winter Photoshoot Planning
10. Website
 - Contract Update
 - Domain Names
11. Brand
 - Event Logo Discussion
 - Brand Story, Persona & Style Guide
 - Swag
12. Updates
 - Bucks Program Alternatives/Incentives Program
 - County Data
13. Other Business

NEXT MEETING DATE – Thursday, March 16, 2023 at 8:30 a.m.