



Advertising and Marketing Committee Meeting

**Thursday, March 16, 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 – February 9, 2023
3. Public Comment
4. Spring Fashion Video and Insert Update
5. Social Media and Website Analytics Report
6. Oakland County Main Street Online Shopping Portal
7. Website Update
 - Contract
 - Domain Names
 - Edits
8. Re-Use of Bham Bucks Not Expended with Upcoming Conferences
9. Strategic Plan and Budget Update
10. Other Business

NEXT MEETING DATE – Thursday, April 20, 2023 at 8:30 a.m.