



## Advertising and Marketing Committee Meeting

**Thursday, June 15, 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

- Welcome and Attendance
- Approval of Minutes – May 18, 2023
- Public Comment
- Social Media and Website Analytics Report
- Rosé Soirée Update
- Branding - Logo/Signage Template Proposals
- Strategic Plan Tasks and Timelines
- Ongoing/On-Deck
  - BSD Benefits Materials
  - Website
  - Reuse of Birmingham Bucks Not Expended
  - Niche Marketing
    - Thursday Nights – Feedback from Merchant Meeting
    - Sunday Funday – Identifying Who's Open
    - Regional Tourism – Focus Group

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

### Goals

#### External

- Increase Local Frequency
- Expand Regional Attraction, Tourism & Extend Stays
- Diversify & Balance Business & Product Mix
- Improve Ease of Access & Connectivity

#### Internal

- Increase BSD Value
- Sustain Services & Appeal