



Advertising and Marketing Committee Meeting

Thursday, July 20, 8:30 a.m.
151 Martin Street, Birmingham, MI
City Hall Conference Rooms 202 & 203

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

Staff: Cristina Sheppard-Decius, Executive Director;
Erika Bassett, PR & Marketing Specialist

AGENDA

- Welcome and Attendance
- Approval of Minutes – June 15, 2023
- Public Comment
- Social Media and Website Analytics Report
- Light Pole Banner Creative & Messaging
- Rosé Soirée Recap
- Branding - Logo/Signage Template Vendor Selection
- Ongoing/On-Deck
 - Holiday Gift Guide
 - BSD Benefits Materials
 - Website
 - Niche Marketing
 - Sunday Funday
 - Regional Tourism

NEXT MEETING DATE – Thursday, August 17, 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