

Marketing and Advertising Committee Meeting Minutes
151 Martin Street, Conference Room 202 & 203
June 15, 2023

In Attendance: Z. Kay (Chairperson), S. Eid, J. Lundberg, C. Quezada, C. Sheppard-Decius, E. Bassett,

Guest: J. Sloan

Absent: A. Pohlod, C. Fenner

The meeting was called to order at 8:36 a.m.

There was no public comment.

Approval of Minutes: Motion by Lundberg, seconded by Quezada to approve the minutes dated May 18, 2023.

Social Media and Website Metrics – May Data: Bassett presented the May social media and web analytics report. Month over month and year over year comparisons were positive, with increases in web traffic and social media engagement overall. Bassett also reported that the Father's Day giveaway promotion was receiving positive results and engagement.

The Committee will begin working on the FYE 2024 social media strategy and goals in July, and plans to continue efforts to increase engagement and collaborate with businesses.

Rosé Soirée Update:

Sheppard-Decius reported that a survey was sent to participating restaurants for event feedback. The Committee discussed ways to improve the event for next year including:

- New collateral materials with shopping spree giveaway and charity donation QR codes/information (some restaurants prefer not to use table tents/cards), including a receipt sticker, billfold or uniquely shaped card, etc.
- Evaluate the timing of the event (February/March or August were mentioned)
- Consider changing the event structure. Ideas included a month-long event with kick-off party, single day or weekend event, ticketed progressive-style event, "Taste of" style format at one of the hotels, etc.

Branding – Logo/Signage Template Proposals:

The Committee reviewed the initial proposals. Bassett to request additional information from Unsold Studio and The Work Department. Once final proposals are received, the Committee will complete a formal evaluation and select a vendor for the project.

Niche Marketing:

- **Thursday Nights:** The Committee discussed open-late Thursdays to begin after Small Business Saturday and run through the holiday season. The BSD would coordinate

additional festivities like roasted chestnuts or hot chocolate, live music, etc... The Thursdays could potentially be themed (ladies night out, men's night out, etc...). A gift wrapping station was suggested.

- **Sunday Funday:** The Committee is working to identify retailers open on Sundays to potentially start a Sunday promo to draw more foot traffic downtown and encourage Farmers Market visitors to visit shops and restaurants at the center and south end of downtown. Current comparisons to Somerset Mall show that there are opportunities for the BSD to grow Sunday traffic.
- **Regional Tourism:** Sheppard-Decius reported that she is working to assemble an advisory group.
- **Social Media Promotions:** The Committee will continue with various social media promotions and giveaways throughout the year, as defined by the FYE 2024 strategy.

Other Business:

The Committee discussed ways to better reach businesses, as many overlook emails and are busy. Sheppard-Decius advised she is investigating a texting service. Sloan suggested a closed Facebook group as a way to communicate with businesses.

APPROVED

Drafted by: E. Bassett

Reviewed by: C. Sheppard-Decius
6/26/23