



Advertising and Marketing Committee Meeting

Thursday, August 17, 8:30 a.m.
151 Martin Street, Birmingham, MI
City Hall Conference Rooms 202 & 203

Committee Members: Z. Kay (Chair), S. Eid, C. Fenner, J. Lundberg, A. Pohlod, C. Quezada and J. Sloan

Staff: C. Sheppard-Decius, Executive Director; E. Bassett, PR & Marketing Specialist

Guest: A. Gill, Seen Media

AGENDA

- Welcome and Attendance
- Approval of Minutes – July 20, 2023
- Public Comment
- Niche Marketing
 - Sunday Funday
 - Regional Tourism - Hotel Directories & Magazines
 - [EXPERIENCES MEDIA DECK](#)
- Holiday Gift Guide Planning
- Social Media and Website Analytics Report and Social Media Strategy
- Ongoing/On-Deck
 - Branding/Logos Project Kick Off – August 31, 2023
 - Day On The Town Event Recap
 - BSD Benefits Materials
 - Website

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

NEXT MEETING DATE – Thursday, September 21, 2023 at 8:30 a.m.