

Marketing and Advertising Committee Meeting Minutes
151 Martin Street, Conference Room 202 & 203
July 18, 2023

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

Guest: J. Sloan

Absent: A. Pohlod, S. Eid

The meeting was called to order at 8:34 a.m.

There was no public comment.

Approval of Minutes: Motion by Fenner, seconded by Quezada to approve the minutes dated June 15, 2023.

Social Media and Website Metrics – June Data: Bassett presented the May social media and web analytics report. Month over month and year over year reach was down due to lower post volume and South Old Woodward Avenue communications in 2022. Engagement was up exponentially year over year and month over month, across platforms. Bassett also reported that May/June advertising included over 450,000 social media impressions with the influencer campaign, which is not reflected in our social media report. Website page views were down slightly month over month, likely due to a taper in advertising in Rosé Soirée and Movie Nights. Year over year, traffic and page views are up over 15% each, and partner referrals up 50%.

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

Light Pole Banner Creative:

Bassett presented light pole banner creative options for Committee input to complement the new *Free Parking* light pole banners currently being installed. Bassett to request samples from the print vendor and modify the creative per feedback for Committee review.

Rosé Soirée Update:

Bassett presented a Rosé Soirée recap, with key event takeaways including media impressions, budget and performance.

Branding – Logo/Signage Template Proposals:

The Committee reviewed the proposal scoresheet totals. The Committee will interview the top two candidates on August 2 via zoom. At that time, the Committee will complete the final score sheet and select a vendor to begin the project.

Ongoing/On-Deck:

- **Holiday Gift Guide:** Concept planning will begin during the August 17, 2023, Committee meeting.
- **BSD Benefits Materials:** Sheppard-Decius advised this project will begin in the fall.
- **Niche Marketing:**
 - **Regional Tourism:** Sheppard-Decius advised she is working on finalizing the list of participants to be recruited for the advisory committee.
 - **Sunday Funday:** Quezada identified retailers with Sunday hours and continues to work on contacting the restaurants and other businesses. BSD staff to develop a landing page, social media, signage and other communications to promote retail.

APPROVED

Drafted by: E. Bassett

Reviewed by: C. Sheppard-Decius
7/26/23