



Advertising and Marketing Committee Meeting

Thursday, September 21, 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

Guests: A. Gill, Seen Media and C. Pollard, Stylist

AGENDA

- Welcome and Attendance
- Approval of Minutes – August 2, August 17 and August 31
- Public Comment
- Social Media and Website Analytics Report
- Holiday Gift Guide Proposal and SEEN Media Contract
- Branding Elements – Draft Review
- Holiday Gift Guide Creative Planning
- Holiday Birmingham Bucks – Waive Fees
- Ongoing/On-Deck
 - Branding/Logos Project
 - BSD Benefits Materials
 - Website

NEXT MEETING DATE – Thursday, October 19, 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