

Marketing and Advertising Committee Meeting Minutes
151 Martin Street, Conference Room 202 & 203
August 17, 2023

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

Guest: A. Gill

Absent: S. Eid, J. Lundberg

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

There was no public comment.

Approval of Minutes: Motion by Pohlod, seconded by Quezada to approve the minutes dated July 20, 2023.

Niche Marketing:

Bassett gave a status update for Sunday Funday – the website and advertising is currently running. Sheppard-Decius presented two tourism-related advertising options to the committee for discussion.

- Somerset Inn: The Committee is interested in placing a full page ad (including the use of QR codes) in the brochure if budget allows.
- Greydoor Publishing/Townsend Hotel: The Committee is interested in potentially having a presence in this publication, however several questions were asked. Bassett to meet with Greydoor Publishing to review details regarding current article content, how the publication is distributed, etc.

The Committee also questioned if Daxton Hotel would allow us to include any video content in the hotel rooms or other appropriate placements.

Holiday Gift Guide Planning:

The Committee discussed the options and rate list presented by Gill. For budget and content purposes, the Committee requested that Gill provide a revised proposal to include an 8-pg lifestyle-based Holiday Gift Guide as part of the December issue of Seen Magazine. The Committee would like to continue to print and mail additionally to Grosse Pointe. The committee will meet again to review the new proposal during a special committee meeting on August 31 at 8 a.m.

Social Media and Website Analytics Report and Social Media Strategy:

Bassett presented the July report which showed large increases across the board in reach and engagement month over month and year over year due to ongoing summer events and downtown highlights. Bassett presented a draft of the FYE2024 social media strategy and asked the committee to review and provide feedback.

Ongoing/On-Deck:

- **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:** Landing page and advertising are currently live.

NEXT MEETING: Thursday, August 31, 2023 at 8:30 a.m.

APPROVED

Drafted by: E. Bassett

Reviewed by: C. Sheppard-Decius,
8/30/23