

**Marketing and Advertising Committee Meeting Minutes
151 Martin Street, Conference Room 202 & 203
August 31, 2023**

In Attendance: Z. Kay (Chairperson), A. Pohlod, C. Quezada, J. Lundberg, J. Sloan, E. Bassett

Guests: A. Gill, K. Rivera

Absent: S. Eid, C. Fenner, C. Sheppard-Decius

The meeting was called to order at 8:35 a.m.

There was no public comment.

Other Business

1. Business/General Video Features

The committee reviewed the Bureau Detroit video proposal. This project would be in conjunction with the Business Development committee. Motion by Pohlod, seconded by Quezada, to recommend Bureau Detroit and a marketing budget commitment of \$10,500 to the Board for approval.

Yeas: Z. Kay (Chairperson), A. Pohlod, C. Quezada, J. Lundberg, J. Sloan, E. Bassett

Nays: None

Absent: S. Eid, C. Fenner

2. Greydoor Publishing/Townsend Hotel

The committee declined a proposal from Greydoor Publishing, citing cost and placement considerations. The committee to consider other ways to provide business information/directories to hotels in the district.

Seen Media Holiday Gift Guide

The committee discussed the revised proposal and requested revisions and additional information from Seen Media. Gill to provide an updated proposal to the committee for consideration. The committee will update the current holiday video (not produce a new video) for the 2023 season.

New Moon Visions Branding/Logo Project Kick-Off

The committee met with New Moon Visions for a project kick-off to define project specifics and provide creative input. New Moon requested samples from additional committee members of logos and other design elements to help guide creative direction. The first elements due from the scope will be the winter/holiday logo and templates, and district map, to be reviewed by the committee at the September 21 meeting.

The meeting ended at 10:02 a.m.

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

Drafted by: E. Bassett

Reviewed by: M. Comerford, 8/31