



## Advertising and Marketing Committee Meeting

**Thursday, October 19, 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, J. Sloan, E. Miller

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

## AGENDA

- Welcome and Attendance
- Approval of Minutes – September 21, 2023
- Public Comment
- 2024 Marketing Committee Meeting Dates
- Logo Review
- Holiday Gift Guide Update
- Shop Loyal App Demo – J. Sloan
  - [Video demo](#)
- Social Media and Website Analytics Report
- Social Media Strategy
- Ongoing/On-Deck
  - Branding/Logos Project
  - 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, November 16, 2023 at 8:30 a.m.**