

Marketing and Advertising Committee Meeting Minutes
151 Martin Street, Conference Room 202 & 203
September 21, 2023

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

Guests: A. Gill, C. Pollard

Absent: S. Eid, J. Sloan

The meeting was called to order at 8:32 a.m.

There was no public comment.

Approval of Minutes: Motion by Pohlod, seconded by Lundberg to approve the minutes dated August 2, August 17 and August 31, 2023. All ayes, motion approved.

Social Media and Website Metrics – August Data: Bassett presented the August analytics report, noting that month over month, social media metrics and web traffic were down. This is expected as promotional activity, including post frequency and spending, for summer events wanes. Year over year, social media metrics were all up significantly, due to post frequency and content, and advertising efforts. Web traffic was up just slightly year over year.

Seen Media Holiday Gift Guide & Contract Addendum

The committee approved the 2023 Holiday Gift Guide proposal, including budget and timeline. The 8-pg guide will be printed and mailed with the December edition of Seen Magazine, mailed as a standalone to Grosse Pointe zip 48326, and digitally placed on the BSD website.

Additionally, the committee reviewed a contract addendum proposal from Seen Media, as the current contract has entered its one-year extension option.

MOTION: Motion by Pohlod, seconded by Fenner, to approve the Holiday Gift Guide proposal and recommend the Seen Media contract addendum to exercise its option for a one-year renewal to the Board.

VOTE: Yeas: Z. Kay, C. Quezada, J. Lundberg

Nays: None

Absent: S. Eid, J. Sloan

Motion passed.

Branding Elements – Logo Draft Review

The committee reviewed several drafts for the winter/holiday, spring/summer, cruise and farmers market logos. E. Bassett to provide the designer with committee edits and request a second round of drafts to present to the committee.

The meeting ended at 10:02 a.m.

NEXT MEETING: Thursday, October 19, 2023 at 8:30 a.m.

APPROVED

Drafted by: E. Bassett

Reviewed by: CSD 9/28/23