

**Marketing and Advertising Committee Meeting Minutes
151 Martin Street, Conference Room 202 & 203
October 19, 2023**

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

Guests: Sloane Wolf

Absent: S. Eid, C. Fenner

The meeting was called to order at 8:30 a.m.

The committee introduced themselves to guest S. Wolf.

Approval of Minutes: Motion by Pohlod, seconded by Lundberg to approve the minutes dated September 21, 2023. All ayes, motion approved.

2024 Marketing Committee Meeting Dates:

The committee requested its meeting day be changed to the second Wednesday of the month for 2024.

Logo Review

The committee reviewed additional logo drafts. The committee selected a winter/holiday option, and would like to review modifications to the spring/summer option.

MOTION: Motion by Pohlod, seconded by Lundberg, to approve the winter/holiday logo and recommend it to the Board on November 9.

VOTE: Yeas: Z. Kay, C. Quezada, J. Lundberg, J. Sloan, E. Miller

Nays: None

Absent: S. Eid, C. Fenner

Motion passed.

Holiday Gift Guide & Video:

The committee reviewed initial progress on the Holiday Gift Guide layout. The committee advised that the final draft timeline will need to be modified to November 7, 2023, to accommodate a review by the committee on November 8, 2023. The committee also reviewed the 2022 holiday video and discussed modifications for 2023.

Shop Loyal App Demo

Sloan presented the Shop Loyal app to the committee and the first five businesses to sign up will receive a subscription for free for two years. It is a soft launch of the app to test market it. The committee agreed that the BSD should participate and share the information with businesses at the beginning of the year. They also suggested that the Business Development Committee should review this as well.

Social Media Strategy:

Staff briefly presented an outline of the strategy document. The committee determined that the December meeting should be dedicated to Social Media strategy.

Other Business:

The November committee meeting will be held on November 8, 2023, instead of November 16, 2023.

The meeting ended at 10:02 a.m.

NEXT MEETING: Tuesday, November 7, 2023 at 8:30 a.m. (NOTE: This was changed after the meeting due to a conflicting workshop program being offered by the BSD.)

APPROVED

Drafted by: E. Bassett

Reviewed by: CSD