



Advertising and Marketing Committee Meeting

Tuesday, November 7, 8:30 a.m.
215 North Old Woodward Avenue
Birmingham, MI 48009

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 – October 19, 2023
- Public Comment
- Holiday Gift Guide
- Holiday Video
- Social Media and Website Analytics Report
- Ongoing/On-Deck
 - Social Media Strategy – December
 - Branding/Logos Project
 - BSD Benefits Materials
 - Website
 - Long Range Planning & Budget

NEXT MEETING DATE – Thursday, December 21, 2023 at 8:30 a.m.

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