



Advertising and Marketing Committee Meeting

Thursday, December 21, 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 – November 7, 2023
- Public Comment
- Sponsorship Policy/Requests
- Social Media and Website Analytics Report
- Social Media Strategy
- Ongoing/On-Deck
 - Branding/Logos Project
 - BSD Benefits Materials
 - Website
 - Long Range Planning & Budget

NEXT MEETING DATE – Wednesday, January 10, 2024 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