



Advertising and Marketing Committee Meeting

Wednesday, January 10, 8:30 a.m.
151 Martin Street, Birmingham, MI
City Hall Conference Rooms 202 & 203

Committee Members: J. Lundberg (Chair), Z. Kay (Vice Chair), S. Eid, C. Fenner, A. Pohlod, C. Quezada, J. Sloan, E. Miller, S. Wolf

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

AGENDA

- Welcome and Attendance
- Approval of Minutes – December 21, 2023
- Public Comment
- Social Media and Website Analytics Report
- FYE 2025 Budget
- Business Newsletter Q1 Content Calendar
 - Holiday Survey
- Branding/Logos Project
 - Spring/Summer Logo
 - Map
- Ongoing/On-Deck
 - Bureau Detroit Videos
 - Social Media Strategy
 - 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 – Wednesday, February 14, 2024 at 8:30 a.m.