

**Marketing and Advertising Committee Meeting Minutes**  
**215 North Old Woodward Avenue**  
**November 7, 2023**

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

**Guests:** Sloane Wolf

**Absent:** C. Fenner

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

**Approval of Minutes:** Motion by Pohlod, seconded by Quezada to approve the minutes dated October 19, 2023. All ayes, motion approved.

**Holiday Gift Guide:**

The committee reviewed the final draft of the 2023 Holiday Gift Guide. Motion by Pohlod, seconded by Eid to approve the Holiday Gift Guide with changes and with alternate cover photography to be coordinated and selected by the Chair, with consultation from the committee members. All ayes, motion approved.

The Committee suggested distributing a survey to included merchants after the holiday season, in attempt to measure the impact on foot traffic and sales.

**Holiday Video:**

The committee reviewed the video draft. The committee approved the video with one change - replace the horizontal logo with the vertical logo.

**Holiday Light Pole Banners:**

The Committee selected a design for the large-scale holiday shop local banners to be installed along Old Woodward Avenue.

The meeting ended at 9:52 a.m.

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

Drafted by: E. Bassett

Reviewed by: CSD 11/29/23