

Marketing and Advertising Committee Meeting Minutes
215 North Old Woodward Avenue
December 21, 2023

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

Absent: C. Fenner, S. Eid

The meeting was called to order at 8:31 a.m.

Approval of Minutes: Motion by Pohlod, seconded by Miller to approve the minutes dated November 7, 2023. All ayes, motion approved.

Sponsorship:

The committee reviewed the sponsorship policy and current sponsorship requests from the Birmingham Bloomfield Chamber (BBC) and Birmingham Education Foundation (BEF). The committee approved a recommendation to the Board to sponsor the BEF event with three (3) \$100 Birmingham Bucks gift cards. For the BBC request, the committee asked staff to request a list of BSD businesses that are BBC members and inquire about the possibility of receiving additional event tickets that could be extended to businesses.

Social Media and Website Analytics Report:

The committee reviewed the November report. Month over month and year over year increases were significant across all metrics. BSD will add Google Business data to future reports.

Social Media Strategy:

The committee discussed and approved the 2024 Social Media strategy. BSD staff and the committee will continue to fine-tune the plan, and develop content that follows the 2024 strategic goals.

The meeting ended at 9:58 a.m.

NEXT MEETING: Wednesday, January 10 at 8:30 a.m.

Drafted by: E. Bassett

Reviewed by: CSD 12/21/23