



Advertising and Marketing Committee Meeting

Thursday, February 15, 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: M. Fairbairn, Interim Executive Director; E. Bassett, PR & Marketing Specialist

AGENDA

- Welcome and Attendance
- Approval of Minutes – January 10, 2024
- Public Comment
- Branding/Logos Project
 - Spring/Summer & Farmers Market Logo
 - Map
- Video/Insert/Magazine
 - Spring Fashion 2024
 - RFP Scope
- Photography Scope
- FYE 2025 Budget
- Social Media and Website Analytics Report
- Marketing Committee Application
- 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, March 13, 2024 at 8:30 a.m.