

**Marketing and Advertising Committee Meeting Minutes**  
**151 Martin Street, Conference Rooms 202, 203**  
**January 10, 2024**

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

**Absent:** C. Fenner, S. Eid

The meeting was called to order at 8:34 a.m.

**Approval of Minutes:** Motion by Quezada, seconded by Kay to approve the minutes dated December 21, 2023. All ayes, motion approved.

**Social Media and Website Analytics Report:**

The committee reviewed the December report. Month over month and year over year increases were up across all metrics, except new likes for Facebook and website page views, which were down slightly month over month and year over year, respectively. BSD will add email subscribers to the report for next month.

**FYE 2023 Budget**

The committee discussed the FYE budget and would like to potentially explore the following for consideration:

- Billboard advertising
- Increase in photography budget/photography changes
- Style Guide development – branding, messaging, design, imagery elements
- Video/Guides:
  - Consider a single magazine (print and digital) in conjunction with Tourism Committee
  - One large Holiday Gift Guide (print and digital)
  - Digital-only content

The committee lost quorum at 9:33 a.m., ending the meeting.

**NEXT MEETING:** Wednesday, February 14 at 8:30 a.m.

Drafted by: E. Bassett

Reviewed by: CSD 1/24/24