

Marketing and Advertising Committee Meeting Minutes

151 Martin Street, Commission Room

April 10, 2024

In Attendance: Z. Kay, C. Quezada, J. Sloan, C. Fenner, E. Miller, E. Bassett, M. Fairbairn

Absent: J. Lundberg, A. Pohlod, S. Eid, S. Wolf

Guests: A. Gill, C. Pollard

Kay called the meeting to order at 8:48 a.m.

Approval of Minutes:

Motion by Fenner, seconded by Miller, to approve the minutes dated March 13, 2024. All ayes, motion approved.

Public Comment: None

Magazine/Video Workshop Discussion

The committee agreed to create a special meeting to brainstorm ideas to define the Magazine/Video project scope. Bassett to poll the committee on a meeting date, targeting April or May.

Logo/Branding Update

The committee discussed the final spring/summer logo options. Motion by J. Sloan, seconded by C. Fenner not to pursue any of the spring/summer logo options and use the general logo throughout the spring and summer. All ayes, motion approved. The committee requested to see the general logo in a few bright color options.

Spring Fashion Planning:

The committee agreed they would like to use S. Ali as the local model and influencer for the campaign. A. Gill (Seen Media) and C. Pollard (Stylist) presented the creative direction for the digital fashion guide and reels. Seen will shoot several looks at a variety of locations based on input from the BSD and S. Ali's "favorites" identified via questionnaire. A. Gill to send formal details and a schedule to the team in April. The committee would like to target the dates of May 24 or May 28 to launch the digital guide.

Townsend Publication Opportunity:

The committee reviewed the annual Townsend publication and discussed advertising opportunities. Motion by E. Miller, seconded by C. Quezada to place an advertisement in the publication. All ayes, motion approved.

Social Media and Web Analytics Report:

Bassett presented the report to the committee.

Other Items:

- **Bureau Detroit Videos:** Bassett reported that Bureau Detroit would be conducting video interviews and shooting b-roll throughout the district on April 11 and 12. Businesses have been notified.
- **Social Media Strategy:** Bassett reported that the BSD has implemented the use of Sprout Social.
- **BSD Benefits Materials:** Bassett reported that a BSD benefits counter card is produced and being printed. Bassett reported that a New Business Welcome packet is being developed as an initiative by the Business Development committee.
- **NFL Draft:** Bassett reported that the BSD created a landing page with special offers from local businesses (about 15 businesses responded with offers). The Townsend and Daxton hotels will provide the QR code to their guests in-room and on monitors.

The meeting ended at 9:46 a.m.

NEXT MEETING: Wednesday, May 8 at 8:30 a.m.

APPROVED

Drafted by: E. Bassett

Reviewed by: M. Fairbairn