



Advertising and Marketing Committee Meeting

**Tuesday, May 21, 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: E. Bassett, Executive Director

AGENDA

- Welcome and Attendance
- Approval of Minutes – May 1, 2024
- Public Comment
- Spring Fashion
- Spring/Summer Logo Colors
- Video/Insert/Magazine Update
- iHeart Proposal
- Social Media and Website Analytics Report
- Ongoing/On-Deck
 - Bureau Detroit Videos
 - Logo/Branding
 - Social Media Strategy
 - BSD Benefits Materials
 - Website

NEXT MEETING DATE – Wednesday, June 12, 2024 at 8:30 a.m.