

Marketing and Advertising Committee Meeting Minutes

151 Martin Street, Commission Room

May 21, 2024

In Attendance: Z. Kay, A. Pohlod, S. Wolf, C. Quezada, J. Sloan, E. Bassett

Absent: S. Eid, J. Lundberg, C. Fenner, E. Miller

Kay called the meeting to order at 8:44 a.m.

Approval of Minutes:

Motion by Sloan, seconded by Quezada, to approve the minutes dated May 1, 2024. All ayes, motion approved.

Public Comment: None

Spring Fashion

The committee reviewed the first draft of the Spring Fashion guide and provided feedback. Bassett to present the edits to SEEN Media for revision and send a new draft to the committee for final review.

Spring/Summer Logo

The committee viewed the BSD logo in a variety of color options, selecting the green color (CMYK 50-0-100-0). Bassett to request final logo files in that color and add it to the BSD color palette. The committee also noted that CMYK 50-70-0-0 should be added to the BSD color palette for future use.

Video/Insert/Magazine/Video Scope Update

Bassett included the scope of work for committee review and provided and update that the scope has been sent to seven agencies for proposals. Proposals are due by June 1, 2024.

iHeart Media Proposal

Bassett presented the FYE 2025 iHeart Media proposal. The committee discussed various media tactics and Pohlod asked if the proposal fits within the overall marketing budget, which Bassett confirmed.

The meeting ended at 10:01 a.m.

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