



## Advertising and Marketing Committee Meeting

**Wednesday, August 14, 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 – June 12, 2024
- Public Comment
- Print and Digital Update
- BirminghamBURGER Materials
- Social Media and Website Analytics Report – June & July
- FYE25 Q1 Marketing Report
- Ongoing/On-Deck
  - Bureau Detroit Videos
  - Style Guide
  - Website

**NEXT MEETING DATE**  
**September 11, 2024, 8:30 a.m.**

### 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