

Marketing and Advertising Committee Meeting Minutes

151 Martin Street, Commission Room

June 12, 2024

In Attendance: J. Lundberg, Z. Kay, A. Pohlod, C. Quezada, J. Sloan, C. Fenner, E. Bassett

Absent: S. Eid, E. Miller, S. Wolf

Lundberg called the meeting to order at 8:36 a.m.

Approval of Minutes:

Motion by Pohlod, seconded by Kay, to approve the minutes dated May 21, 2024. All ayes, motion approved.

Public Comment: None

Spring Fashion

Bassett reported that the digital guide is up on the website and advertising is underway through various channels and performing well. Bassett is waiting to confirm an on-air/in-studio opportunity.

Video/Insert/Magazine/Video Proposals

The committee reviewed proposals from five agencies and further defined the scope to include the following:

- One guide (approximately 32-52 pages)
 - Explore rectangular size that is still unique but reduces printing and mailing costs
 - Explore the option to offer advertising with some restrictions/category limitations
 - Target mail date: Spring 2025
 - Replace 48025 with 48302 and/or 48304 depending on mailing cost
- Explore the *Holiday Favorites* edition in HOUR Detroit magazine
- Short-form video content to connect with the Guide
- Remove influencer at this time

The meeting ended at 9:45 a.m.

NEXT MEETING: Wednesday, July 10, at 8:30 a.m.