



Advertising and Marketing Committee Meeting

Wednesday, October 9, 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, B. Bouscher, A. Pohlod, C. Quezada, J. Sloan, E. Miller, S. Wolf

Staff: E. Bassett, Executive Director

AGENDA

- Welcome and Attendance
- Approval of Minutes – August 14, 2024
- Public Comment
- 2025 Meeting Schedule
- Website Proposal Presentations
- Social Media Influencer Proposal
- Social Media and Website Analytics Reports – August & September
- Ongoing/On-Deck
 - Holiday Print Projects Update
 - Bureau Detroit Videos Update
 - 2025 Guest Guide Opportunity
 - Style Guide

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

NEXT MEETING DATE
November 13, 2024, 8:30 a.m.