

## **Marketing and Advertising Committee Meeting Minutes**

**151 Martin Street, Commission Room**

**August 14, 2024**

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

**Absent:** S. Eid, J. Lundberg

Lundberg called the meeting to order at 8:32 a.m.

### **Approval of Minutes:**

Motion by Pohlod, seconded by Quezada, to approve the minutes dated June 12, 2024. All ayes, motion approved.

**Public Comment:** None

### **Print and Digital Update**

The committee discussed three proposals and made the decision to pause the General Guide, citing printing and mailing costs.

Pohlod made a motion, seconded by Quezada, to approve the \$5,000 ad and editorial Gift Guide content for the December edition of Birmingham Lifestyle Magazine. All ayes, motion approved.

Pohlod made a motion, seconded by Quezada, to approve the \$20,000 Holiday Favorites proposal from HOUR Magazine, which includes a 2-pg.spread in the November publication, 6-short form videos and one long-form video featuring gift items from local retailers.

### **BirminghamBURGER Materials**

Bassett presented the final BirminghamBURGER logo and collateral mock-ups to the committee.

### **Social Media and Website Analytics and FYE25 Q1 Marketing Reports**

Bassett presented the reports to the committee. The FYE25 Q1 report will be presented at the September Board Meeting.

### **Ongoing/On-Deck**

Bassett provided updates to the committee on the Bureau Detroit video project and Style Guide. Bassett reported that she has met with some web developers and will have more information to present at the September meeting.

The meeting ended at 9:50 a.m.

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