



## Advertising and Marketing Committee Meeting

**Wednesday, November 13, 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; Sheri Hunter, Marketing/PR Specialist

## AGENDA

- Welcome and Attendance
- Approval of Minutes – October 23, 2024
- Public Comment
- Holiday Media Plan
- Website Update
  - Domains
  - Project Next Steps
- Social Media Influencer Proposal Update
- Ongoing/On-Deck
  - Holiday Projects Update
  - Bureau Detroit Videos Update
  - 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**  
**December 11, 2024, 8:30 a.m.**