



## Advertising and Marketing Committee Meeting

**Wednesday, February 12, 2025, 8:30 a.m.**  
**151 Martin Street, Birmingham, MI**  
**City Hall Conference Rooms 202 & 203**

**Committee Members:** J. Lundberg (Chair), Z. Kay (Vice Chair), B. Bouscher, A. Pohlod, C. Quezada, J. Sloan, E. Miller, S. Wolf

**Guest:** Amy Gill, SEEN Media

**Staff:** E. Bassett, Executive Director; Sheri Hunter, Marketing/PR Specialist

## AGENDA

- Welcome and Attendance
- Approval of Minutes – January 8, 2025
- Public Comment
- Influencer Campaign
- Spring Fashion
- 2024 Year End Marketing Report
- Ongoing/Updates
  - Website Project
  - Bureau Detroit Videos
  - 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**  
**March 12, 2025, at 8:30 a.m.**