

Marketing and Advertising Committee Meeting Minutes

151 Martin Street, Conference Rooms 202 & 203

February 12, 2025, at 8:30 a.m.

In Attendance: J. Lundberg, A. Pohlod, C. Quezada, S. Wolf, B. Bouscher, E. Miller,
S. Hunter

Absent: J. Sloan, Z. Kay, E. Bassett

Guests: A. Gill and C. Kruemmer with SEEN Media Group

Approval of Minutes:

Motion by A. Pohlod seconded by J. Lundberg, to approve the minutes dated January 8, 2025. All ayes, motion approved.

Public Comment: None

SEEN Influencer Project Brainstorm:

Amy Gill and Carol Kruemmer with SEEN Media Group presented a draft content calendar. The committee asked Gill to provide a breakdown of costs for each influencer selected as the next step.

Spring Fashion:

The committee inquired whether the budget for the SEEN spring fashion video should be used elsewhere if there are budget constraints.

The 2024 Year-End Marketing Report:

Hunter shared a snapshot of the year-end marketing report for 2024. The highlights revealed that there was a year-over-year increase in social media engagement and website traffic attributed to new events, digital advertising volume/shift, and new tactics.

Ongoing Updates:

Hunter, in Bassett's absence, shared with the committee several updates.

Website: The GeoCentric website updates continue with the BSD uploading images and assets while GeoCenteric continues working on the backend.

Bureau Detroit Videos: The 2024 videos can be used and repurposed for 2025.

Style Guide: The style guide may be updated as GeoCentric makes recommendations.

NEXT MEETING: March 12, 2025, at 8:30 a.m.