Marketing and Advertising Committee Meeting Minutes

151 Martin Street, Commission Room

January 14, 2026

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

Absent: Z. Kay, S. Wolf

Public/Guest: Celeste Miller, Saturday Social, Breanna Yeager, Saturday Social

Lundberg called the meeting to order at 8:33 a.m.

Approval of Minutes:
Motion by Pohlod, seconded by Lundberg, to approve the minutes dated November 12, 2025. All ayes, motion approved.

Public Comment: None

Social Media Special Project – Saturday Social

Celeste Miller and Breanna Yeager with Saturday Social presented the Social Media Marketing Strategy. Miller and Yeager shared key highlights such as the BSD brand, audience, content strategy, implementation and next steps. The committee was pleased with the strategy as presented and gave approval for BSD staff and Saturday Social to begin as outlined.

APPROVED

The meeting ended at 9:47 a.m.

NEXT MEETING: February 11, 2026 at 8:30 a.m.