Marketing and Advertising Committee Meeting Minutes

151 Martin Street, Conference Rooms 202 & 203

April 9, 2025, at 8:30 a.m.

In Attendance: J. Lundberg, Z. Kay, C. Quezada, S. Wolf, B. Bouscher, E. Miller, E. Bassett, S. Hunter

Absent: A. Pohlod, J. Sloan

Guests: K. Gosa, GeoCentric

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

Public Comment: None

GeoCentric
Via Zoom, Katie Gosa with GeoCentric presented the prototypes for various website pages. Gosa demonstrated the calendar and event view layouts as well as navigation features. The Committee was pleased with what was shared and looks forward to the next update.

Influencer Campaign update
Bassett shared an update regarding the spring/summer scheduling for the Influencers campaign. The video shoot for the first campaign will take place in April.

Bureau Videos
Bureau Detroit forwarded BSD videos, and Bassett sent links to the Committee for review. Upon completion, other edits for the remaining videos will be forwarded.

APPROVED

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NEXT MEETING: May 14, 2025, at 8:30 a.m.