Marketing and Advertising Committee Meeting Minutes

151 Martin Street, Conference Rooms 202 & 203

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

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

Absent: None

Guests: None

Lundberg called the meeting to order at 8:31 a.m.

Approval of Minutes:
Motion by Z. Kay seconded by Pohlod, to approve the minutes dated April 9, 2025. All ayes, motion approved.

Public Comment: None

Influencer Campaign update
Bassett shared an update regarding the spring/summer content and timeline for the campaign. The first video posted in April was performing well. May Influencer content will focus on fashion and home design and décor.

APPROVED

Light Pole Banners
Motion by Pohlod, seconded by Kay to approve the design and cost for Farmers Market-themed light pole banners to be installed on the sidewalk-facing light poles. All ayes, motion passed.

Website
Bassett presented the development website pages and navigation. The committee discussed some changes to the navigation and Event Calendar layout.

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NEXT MEETING: June 11, 2025, at 8:30 a.m.