Marketing and Advertising Committee Meeting Minutes

151 Martin Street, Commission Room

June 11, 2025

In Attendance:	J. Lundberg, A. Pohlod, J. Sloan, Z. Kay, S. Wolf, B. Bouscher, C. Quezada, E. Bassett, S. Hunter
Absent:	E. Miller
Public/Guest:	Devin Muldoon

Approval of Minutes:
Motion by Pohlod, seconded by Bouscher, to approve the minutes dated May 14, 2025. All ayes, motion approved.

Public Comment: None

Website Update:
Bassett gave a final review of the website. She demonstrated the new features and functionality that GeoCentric developed, which included general content and navigation updates. The committee agreed they like the new updates and will contribute to an enhanced user experience for website visitors. The website will launch in late June with no lapse in site service.

APPROVED

Downtown Guide:
Bassett shared the outline and layout for the Downtown Guide, which will be available in both print and digital format and serve as an aid for Business Development and marketing.

Social Influencer: Bassett gave the metrics for the social influencers.

Bureau Detroit: Bureau Detroit will update and make video edits within the budget.

Style Guide: A new script font was added to the brand guidelines. A new Farmers Market banner was created and will be up by July 1.

The meeting ended at 9:27 a.m.

NEXT MEETING: July 9, 2025, at 8:30 a.m.