Marketing and Advertising Committee Meeting Minutes

151 Martin Street, Commission Room

July 9, 2025

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

Absent: A. Pohlod, B. Bouscher, S. Wolf

Public/Guest:

Approval of Minutes:
Motion by Kay, seconded by Quezada, to approve the minutes dated June 11, 2025. All ayes, motion approved.

Public Comment: None

Market Analysis
Bassett provided a visitor profile report by Main Street America. The report provided visit trends, a visitor profile, a visitor journey, a length of stay, and other key highlights.

Downtown Guide:
Bassett gave updates on 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 Media Special Project: Bassett provided information about upcoming social influencer campaigns and the metrics for past campaigns.

APPROVED

The meeting ended at 8:42 a.m.

NEXT MEETING: August 13, 2025, at 8:30 a.m.