

Marketing and Advertising Committee Meeting Minutes

151 Martin Street, Commission Room

March 13, 2024

In Attendance: J. Lundberg, Z. Kay, C. Quezada, J. Sloan, S. Wolf, C. Fenner, E. Miller, E. Bassett, M. Fairbairn

Absent: A. Pohlod, S. Eid

Guests: B. Hussy

Lundberg called the meeting to order at 8:37 a.m.

Approval of Minutes:

The committee reviewed a digital version of the minutes dated February 15, 2024. Motion by Kay, seconded by Fenner, to approve the minutes dated February 15, 2024. All ayes, motion approved.

Public Comment: None

Logo/Branding Update

- 1. Spring/Summer Logo:** The committee reviewed new spring/summer logo drafts. The committee would like to see the below logo designs in single-color (in a variety of vibrant colors) and in the light purple previously introduced.



Video/Insert/Magazine:

1. Spring Fashion:

The committee defined influencer targets for the proposed Spring Fashion campaign. Bassett to gather influencer cost and availability and distribute to the committee. If the committee decides to move forward with the project, a planning meeting with Seen is desired at the April 10 Marketing Committee meeting.

2. FYE 2025 Scope Definition:

The committee briefly discussed ideas for a strategy. Further information and time is needed to discuss this project.

Birminghamburger Logo Concepts:

B. Hussy presented logo concepts for the Birminghamburger event in October. The committee selected the yellow water tower concept, with modifications for smaller applications. The committee also selected to keep the event name as a single word: Birminghamburger.

Photography Scope:

The committee did not engage in discussion on this topic. It will be reviewed at a later date.

Social Media and Website Analytics Report:

The committee did not engage in discussion on this topic.

The meeting ended at 10:22 a.m.

NEXT MEETING: Wednesday, April 10 at 8:30 a.m.

APPROVED

Drafted by: E. Bassett

Reviewed by: