

## Marketing and Advertising Committee Meeting Minutes

151 Martin Street, Commission Room

February 15, 2024

**In Attendance:** A. Pohlod, C. Quezada, J. Sloan, S. Wolf, C. Fenner, E. Bassett, M. Fairbairn

**Absent:** E. Miller, J. Lundberg, Z. Kay, S. Eid

**Guests:** W. Bouscher

Pohlod called the meeting to order at 8:35 a.m.

**Approval of Minutes:** Motion by Quezada, seconded by Fenner to approve the minutes dated January 10, 2024. All ayes, motion approved.

**Public Comment:** None

### Branding/Logo Project

- 1. Spring/Summer Logo:** The committee reviewed the logo concepts for spring/summer and Farmers Market. Fenner made a motion, seconded by Wolf, to recommend the purple flower spring/summer logo version to the Board. All ayes. Motion approved.
- 2. Farmers Market Logo:** Quezada made a motion, seconded by Wolf, to recommend the Farmers Market logo with minor edits to the Board at the March meeting. All ayes. Motion approved.



### 3. Map:

The committee reviewed the map draft and approved the overall direction. Staff advised that the BSD will continue to work with various city departments to ensure the map and color coordination integrates with other city projects (i.e. Wayfinding, Parking Structure colors). The committee would like to keep the icons and illustrations, with some changes, on separate layers that can be toggled on/off depending on application/size.

### Spring Fashion:

The committee reviewed timelines and cost estimates for the Spring Fashion project. The committee discussed creating a digital-only guide (no print) with video elements (Behind the scenes and others as appropriate). The committee would like to focus on a local influencer couple as models and discussed a few options. Quezada made a motion, seconded by Fenner, to recommend a digital-only guide with a video (or series of videos) to the Board in March. All ayes. Motion approved.

**Photoshoot:**

The committee agreed to extend the photography contract with Chris Cook per the 1-year extension and give more clear direction for photography deliverables. The committee would like to discuss a photoshoot plan with specialty photographers and will bring their ideas to the March meeting.

The committee lost quorum at 9:55 a.m., ending the meeting.

**NEXT MEETING:** Wednesday, March 13 at 8:30 a.m.

APPROVED

Drafted by: E. Bassett

Reviewed by: M. Fairbairn