



# **DOWNTOWN MANAGEMENT BOARD**

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## Marketing Committee

### MEMBERS

James Croom  
Cory Quinn  
Michael Krueger  
Thomas Muth  
Ray Walsh  
Audrey Yonkus  
Nick Berry

## **SYNOPSIS**

**January 21, 2020 – 4:00 p.m.**  
Conference Room A

Present: Krueger, Walsh, Croom, Quinn, Hewson, Yonkus

Absent: Crouch, Muth, Berry

Guests: Ines Anoman

Staff Members Present: Mia Rubin

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### **1) Welcome and Roll Call**

The meeting was opened at 4:00 p.m.

### **2) Public Comment**

Ines Anoman, Humphrey Fellow, introduced herself and her interest to help out the committee with future marketing and community development endeavors.

### **3) Downtown Promotions for Business Jan - March**

Rubin shared with the committee the updated list of businesses that shared their deals and discounts throughout January and February. The committee then discussed how they wanted to pursue advertising this information. Hewson suggested creating a tab on the Downtown East Lansing website that lists businesses that provide weekly deals, and the links to their specials page on their own website. Yonkus also suggested to utilize the 'offers tab' on the Facebook, where you can list each individual business deals. The committee decided to move forward with those two ideas, as well as create individual posts on social media for each business that registers to participate. Walsh motioned to approve a \$250 expenditure to go towards boosting these advertisements on social media; Hewson seconded the motion. Vote: All yeas, motion carried unanimously.

### **4) Parking Facebook Advertisements**

Rubin introduced the sponsorship opportunity of Facebook Advertisements to promote parking in Downtown East Lansing. These advertisements would promote the parking garages in a cleaner, safer light to encourage more people to park downtown. Krueger motioned to approve an expenditure of \$200 to contribute to the Parking Task Force Marketing Committee's parking advertisements; Walsh seconded the motion. Vote: All yeas, motion carried unanimously.

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### **5) 2020 Visitor's Guide Re-Printing**

Rubin explained to the committee that the Michigan Department of Transportation is requesting an order of 3,525 Visitor's Guides to distribute to their Welcome Centers. Rubin asked the committee whether they thought it would be best to put in another order of 5,000 Visitor's Guides, or if they should hold off until the Center City project was complete. The Marketing Committee agreed to recommend to the full board an expenditure of \$1,000 to go towards the design and printing of 5,000 Visitor's Guides.

There being no further business, the meeting adjourned at 4:46 p.m.