



*The Shopping District*

## **Marketing & Advertising Committee Meeting**

June 14, 2018

**Members:** Pohlod (Chair), Benkert, Champagne, Eid, Kay, Lundberg

**Staff:** Tighe, Gamboa

### **1. Welcome and Introductions**

PRESENT: Eid, Kay, Lundberg, Pohlod

ABSENT: Benkert, Champagne

ADMINISTRATION: Tighe, Gamboa

Everyone welcomed Amy Pohlod as the new Chair of the Marketing & Advertising Committee.

### **2. Marketing Committee's Roles & Responsibilities**

The committee reviewed existing language regarding their role and items they are responsible for. At their July meeting the committee will discuss possible changes/additions to their roles and responsibilities.

### **3. Birmingham Magazine – Fall Edition**

The committee met with members of HOUR Media regarding the editorial lineup for the fall edition of the magazine. It was determined this issue will include features on: international dining, Michigan-made merchandise, lip colors, navy-colored items, candles and more.

**NEXT MEETING: Wednesday, July 11, 2018, 8:30 AM**