



The Shopping District

Marketing & Advertising Committee Meeting

September 13, 2018

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

Staff: Tighe, Gamboa

1. Welcome and Introductions

PRESENT: Benkert, Champagne, Darakjian, Eid, Lundberg, Pohlod

ABSENT: Kay

ADMINISTRATION: Gamboa, Tighe

VISITORS: Quintal

2. Visitor's Guide

The committee looked at current and past BSD visitor guides and talked about pros and cons to each design. They reviewed guides from various other communities and selected a brand new format for future BSD guides. BSD staff members are gathering print quotes that will be reviewed at the next meeting.

3. Holiday Marketing Campaign

The committee looked at how advertising dollars were spent during last year's holiday season. They reviewed the breakdown of funds allocated toward print, digital, broadcast and signage, and made recommendations for how to best allocate funds in the upcoming holiday season.

4. Marketing Strategy

BSD staff members gave an overview of earned media and advertising placed throughout the summer. The committee reviewed a calendar showing events and holidays that will be promoted in 2019.

5. Digital Marketing

The committee and BSD staff members talked about ongoing goals to improve the following areas of digital marketing: social media, online advertising and videos. These areas will be discussed further at a future meeting.

NEXT MEETING: Thursday, October 11, 2018 at 8:30 a.m.

2017-18 Budget: \$150,000

Remaining balance after September vouchers: \$107,648

Magazine 2017-18 Budget: \$85,000

Remaining balance after September vouchers: \$85,000