



The Shopping District

Marketing & Advertising Committee Meeting

March 21, 2019

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

Staff: Tighe, Gamboa

1. Welcome and Introductions

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

ADMINISTRATION: Gamboa, Tighe

2. Birmingham Magazine

The committee reviewed draft pages for the Spring/Summer edition of the Birmingham Magazine. BSD staff members will review changes with Hour Media. This edition of the Birmingham Magazine will come out in late April and focus on fitness, salons, gift items (Mother's Day, Father's Day and Graduation parties), men's clothing and more.

The committee also discussed the overall direction of the Birmingham Magazine and plans going forward. They discussed options such as: publishing one high quality magazine per year, two magazines per year, or to discontinue publishing the magazine altogether. The committee voted as follows: Eid voted to discontinue the printed Birmingham Magazine altogether; Kay voted to publish two magazines per year; Pohlod, Benkert, Champagne and Lundberg voted to publish one high quality magazine per year. Based upon the votes, it was determined an RFP will be sent out in April for publishing one, high quality Birmingham Magazine to cover the fall/holiday timeframe.

3. Social Media

The new BSD Social Media Consultant, Paige Leventis, will begin posting on the BSD's Facebook, Instagram and Twitter accounts beginning approximately Monday, April 1st. Social Media updates with metrics will be provided to the BSD Board on a quarterly basis.

4. General Ads

BSD staff members showed the committee general advertisements that have been placed to promote the downtown Birmingham area. In addition to ads that promote special events, recent placements have also promoted Valentine's Day and spring break shopping in Birmingham.

NEXT MEETING: No meeting will be held in April.

2018-19 Budget: \$150,000

Remaining balance after April vouchers: \$29,085

Magazine 2018-19 Budget: \$85,000

Remaining balance after April vouchers: \$32,802



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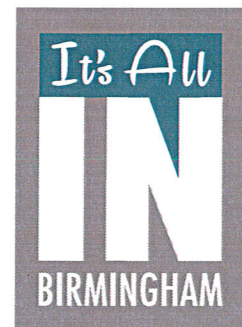
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