



The Shopping District

Marketing & Advertising Committee Meeting

July 7, 2020

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

Staff: Tighe, Gamboa

1. Welcome and Introductions

PRESENT: Benkert, Champagne, Lundberg, Pohlod

ABSENT: Darakjian, Eid, Kay, Knight

ADMINISTRATION: Brook, Gamboa, Tighe

VISITORS:

2. Birmingham Magazine

The committee discussed whether or not to move forward with the print version of the 2020-2021 Birmingham Magazine. Lundberg said they are not able to have magazines in their spa due to COVID-19. The committee recognizes magazines will not be set out in hotels and office buildings. They decided to move forward with a digital only version of the magazine.

3. BSD Website

With the cost savings from foregoing the printed magazine, the committee would like to allocate additional funds for an enhanced website. The BSD will go out to bid for web hosting and design services later this summer.

4. Promotional Videos

Pohlod suggested creating another promotional video featuring fall fashion. Champagne suggested showing behind-the-scenes footage of a model trying on different outfits from Birmingham, and then a final shot of the model walking through town with a photographer taking photos of her.

NEXT MEETING: Thursday, August 20, 2020

Marketing 2020-21 Budget: \$115,000

Remaining balance after July vouchers: \$98,970

Magazine 2020-21 Budget: \$60,000

Remaining balance after July vouchers: \$60,000