



The Shopping District

Marketing & Advertising Committee Meeting

November 21, 2019

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

Staff: Tighe, Gamboa

1. Welcome and Introductions

PRESENT: Benkert, Kay, Knight, Pohlod, Lundberg

ABSENT: Champagne, Darakjian, Eid

ADMINISTRATION: Gamboa, Tighe

VISITOR: Renaissance Media Team

2. Holiday Promotions

Holiday advertisements are currently running in print, digital, signage and broadcast. The BSD is sponsoring Local 4's Live in the D 12 Days of Christmas promotion on Monday, December 9th, and will also appear on WXYZ TV20 on Wednesday, December 11th.

3. Birmingham Magazine

The committee and Renaissance Media Team discussed the new annual edition of the Birmingham Magazine. Positive feedback has already been received from the Birmingham community, business owners and shoppers.

4. BSD Webpage

The committee will submit an RFP for a new webpage vendor after the New Year.

NEXT MEETING: Thursday, January 16, 2020 at 8:30 a.m.

Marketing 2019-20 Budget: \$150,000

Remaining balance after December vouchers: \$82,616

Construction 2019-20 Budget: \$100,000

Remaining balance after December vouchers: \$100,000

Magazine 2019-20 Budget: \$60,000

Remaining balance after December vouchers: \$4,179