



The Shopping District

Marketing & Advertising Committee Meeting

January 17, 2019

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

Staff: Tighe, Gamboa

1. Welcome and Introductions

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

ABSENT:

ADMINISTRATION: Gamboa, Tighe

GUESTS: HOUR Media

2. Birmingham Magazine

The committee and HOUR Media team discussed the timeline for the Spring/Summer edition of the Birmingham Magazine. This edition 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.

3. Social Media

The committee reviewed bids received for the BSD's Social Media Consultant. Interviews with top candidates will be held on Friday, February 1st.

NEXT MEETING: Thursday, February 14, 2019 at 8:30 a.m.

2018-19 Budget: \$150,000

Remaining balance after February vouchers: \$44,368

Magazine 2018-19 Budget: \$85,000

Remaining balance after February vouchers: \$31,752