



The Shopping District

Marketing & Advertising Committee Meeting

January 16, 2020

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

Staff: Tighe, Gamboa

1. Welcome and Introductions

PRESENT: Benkert, Champagne, Knight, Pohlod

ABSENT: Darakjian, Eid, Kay, Lundberg

ADMINISTRATION: Gamboa, Tighe

VISITORS: Renaissance Media Team

2. Birmingham Magazine:

The committee and Renaissance Media Team talked about pros and cons of the current magazine, and plans for the next annual edition set for distribution in the fall of 2020. The committee was very pleased with having local models in the current edition and its lifestyle theme. The foldout cover with "Shop, Work, Play, Dine" images received positive feedback, in addition to the historical timeline of Birmingham featured on page 51. Looking ahead to the next edition, the committee and Renaissance Media team selected the following features: jewelry, men's apparel, salons, generations of families in business, specific food genres, activities for children and grandparents, and history of buildings/architecture. A home section will feature high-end and low-end options within the city, and a section with men from different age groups will show their favorite go-to products in the city. A Maple Road reconstruction piece will highlight new improvements in the downtown area. Location options for the fashion shoot include the Daxton Hotel and Brookside Condos. Additional details regarding the upcoming magazine will be discussed at the February meeting.

3. BSD Website:

The committee will submit an RFP for a new website vendor within the next couple of months.

4. Social Media:

Facebook and Instagram posts continue to do well and generate engagement from the community. Going forward the BSD will post more videos taken by staff and the Renaissance media team.

NEXT MEETING: Thursday, February 13, 2020 at 8:30 a.m.

Marketing 2019-20 Budget: \$150,000

Remaining balance after February vouchers: \$36,704

Construction 2019-20 Budget: \$100,000

Remaining balance after February vouchers: \$100,000

Magazine 2019-20 Budget: \$60,000

Remaining balance after February vouchers: \$1,679