



*The Shopping District*

## **Marketing & Advertising Committee Meeting**

**January 21, 2021**

**Members: Pohlod (Chair), Kay, and Lundberg  
Eid, Knight**

**Darakjian taking an extended leave of absence from committee.**

**Staff: Bassett**

### **1. Welcome and Introductions**

PRESENT: Champagne, Eid, Kay, Lundberg, Pohlod

ABSENT: Darakjian, Knight

ADMINISTRATION: Bassett

VISITORS: Ciura, BSD Retail Consultant

### **2. Website Redesign**

Design elements and page layouts were presented to the committee. Committee mentioned gathering business descriptions from businesses as able. The committee is invited to the next review meeting with Miles on Friday, February 5 at 9:00AM.

### **3. Spring Retail Promotion: Video & Campaign Planning**

The committee discussed a potential video and magazine insert in SEEN Magazine as part of the spring retail campaign, along with a Birmingham Bucks promotion. Potential location: Daxton Hotel. Target launch is the first week in April.

### **4. Birmingham Bucks**

Committee discussed the need for a counter card with instructions on how to redeem Birmingham Bucks, to include a QR code directing shoppers to where to submit receipts and for a list of participating merchants.

### **5. Hotel Opportunities**

Committee discussed the need for a 1-pg. guide with map, to be displayed within the district hotels. Committee also discussed opportunities for visibility (i.e hotel digital newsletters, reservation emails, seasonal videos displays on in-room screens and other ways to connect with hotel guests). Brainstorm for 1-pg guide to follow.

### **6. Merchant Meetings**

Committee discussed ways to increase attendance at Merchant Meetings including using offsite locations (when able) to promote networking among merchants.

**NEXT MEETING: Thursday, February 18 at 8:30 a.m.**

**Marketing 2020-21 Budget: \$275,000**

**Remaining balance after February vouchers: \$38,067**

**Magazine 2020-21 Budget: \$60,000**

**Remaining balance after February vouchers: \$9,000**