



The Shopping District

Marketing & Advertising Committee Meeting

December 2019

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

Staff: Tighe, Gamboa

1. No meeting was held in December

2. Birmingham Magazine:

The committee and Renaissance Media Team will meet in January to discuss pros and cons of the current magazine, and plans for the next annual edition set for distribution in the fall of 2020. Positive feedback continues to be received regarding the current edition of the magazine.

3. BSD Website:

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

4. Social Media:

Facebook and Instagram reports from the previous quarter are attached for review.

FB Followers	March 2019 – 9200	December 2019 - 9800
IG Followers	March 2019 – 2900	December 2019 - 3500

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

Marketing 2019-20 Budget: \$150,000

Remaining balance after January vouchers: \$69,258

Construction 2019-20 Budget: \$100,000

Remaining balance after January vouchers: \$100,000

Magazine 2019-20 Budget: \$60,000

Remaining balance after January vouchers: \$1,679