



*The Shopping District*

## **Marketing & Advertising Committee Meeting**

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

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

**Staff:** Tighe, Bassett

**1. No meeting held in December.**

**2. Website – Discovery Review Meeting**

The committee met with Miles on December 4, 2020 to determine the new website goals and objectives. We reviewed the current website analytics, reviewed SEO insights, the competitive landscape and KPIs. Miles presented design color palettes and font options, to direct the look and feel of the new site, for committee review. Committee provided minor color and font edits to Miles on December 8.

**3. Website – Sitemap and Design Review**

The Committee met with Miles on December 11, 2020 to review the sitemap content and initial web design components. The organization of content and design direction were well received. Sitemap and design feedback, along with export of business data are due on December 15.

**4. No meeting held in December**

Instead of meeting December 17, the Committee met twice to review the website project. The next committee meeting will be on Thursday, January 21, 2021.

**NEXT MEETING:** Thursday, January 21 at 8:30 a.m.

**Marketing 2020-21 Budget: \$240,000**

**Remaining balance after January vouchers: \$140,175**

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

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