



*The Shopping District*

## **Marketing & Advertising Committee Meeting**

June 13, 2019

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

**Staff:** Tighe, Gamboa

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

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

ABSENT: none

ADMINISTRATION: Gamboa, Tighe

GUESTS: Renaissance Media Team

### **2. Birmingham Magazine**

The committee met with the Renaissance Media team and learned about roles and responsibilities for each of their team members. The production timeline for the upcoming edition of the Birmingham Magazine was reviewed, as well as the process for securing advertising placements. The committee looked at sample magazines and selected the paper type and weight for the upcoming edition.

### **3. Marketing & Advertising Sub-Committees**

Members of the committee signed up to be a part of one (or more) of the following sub-committees: Birmingham Magazine, Social Media, and Website. The sub-committees will meet on an as-needed basis.

**NEXT MEETING: Thursday, July 18, 2019 at 8:30 a.m.**

**2019-20 Budget: \$250,000**

**Remaining balance after July vouchers: \$243,992**

**Magazine 2019-20 Budget: \$60,000**

**Remaining balance after July vouchers: \$60,000**