



## **Marketing & Advertising Committee Meeting**

June 12, 2020

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

**Staff:** Tighe, Gamboa

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

PRESENT: Champagne, Eid, Kay, Lundberg, Pohlod

ABSENT: Benkert, Darakjian, Knight

ADMINISTRATION: Gamboa, Tighe

VISITORS:

### **2. Day On The Town**

During a joint meeting with the Special Events Committee, committee members and BSD staff discussed whether or not they could move forward with Day On The Town. The State of Michigan Executive Order currently states that no events with more than 100 people may be held. Day on the Town historically draws thousands of people. Therefore, the committees decided to instead offer a one-week promotional sale. The BSD will promote the weeklong sales and stores can individually decide what days and times they would individually like to participate during that week. Shoppers will possibly receive Birmingham Bucks during the promotion. Official promotion dates and details will be finalized soon.

### **3. Promotional Video**

The Back to Birmingham video is now playing on various media outlets (WDIV Ch. 4, Facebook, Instagram, Comcast, and GSTV), and the BSD's website. It has been very well received.

**NEXT MEETING: Thursday, July 16, 2020**

**Marketing 2019-20 Budget: \$150,000**

**Remaining balance after June vouchers: \$5,589**

**Construction 2019-20 Budget: \$100,000**

**Remaining balance after June vouchers: \$43,249**

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

**Remaining balance after June vouchers: \$619**