



The Shopping District

Marketing & Advertising Committee Meeting

May 23, 2019

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

Staff: Tighe, Gamboa

1. Welcome and Introductions

PRESENT: Benkert, Kay, Lundberg, Pohlod

ABSENT: Champagne, Eid

ADMINISTRATION: Gamboa, Tighe

GUESTS: none

2. Birmingham Magazine

The committee reviewed bids received for printing, production, mailing and advertising services for the Birmingham Magazine for a two-year period (one issue per year), with an optional renewal for one year. Bids were received from Community Publishing & Marketing, Renaissance Media Solutions and HOUR Media. The committee interviewed representatives from two publishers the BSD has never worked with: Community Publishing & Marketing and Renaissance Media Solutions. All three publishers were scored on the following factors: ability to provide services as outlined; related experience, background and personnel qualifications; quality of materials proposed; overall costs and references. Renaissance Media scored the highest and a recommendation to move forward with them will be presented to the BSD Board at their June meeting.

3. Social Media Update:

April 1:

Instagram: 3,023 followers

Twitter: 3,742

Facebook: 9,796 followers 9,406 likes

Page views: 325

Post reach: 3,543

Post engagements: 563

Videos: 357

June 3:

Instagram: 3,115 followers

Twitter: 3,764 followers

Facebook: 10,000 followers 9,611 likes

NEXT MEETING: Thursday June 13, 2019 at 8:30 a.m.

2018-19 Budget: \$150,000

Remaining balance after May vouchers: \$2,377

Magazine 2018-19 Budget: \$85,000

Remaining balance after May vouchers: \$8,485.11