



*The Shopping District*

## **Marketing & Advertising Committee Meeting**

No meeting was held in May.

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

**Staff:** Tighe, Gamboa

### **1. Marketing Budget**

The committee continues to work on short- and long-term initiatives to cut costs so that funds can be allocated toward the relief fund to help businesses during and after the COVID-19 pandemic. A portion of the marketing budget is allocated toward the distribution of Birmingham Quarantine Cash to encourage people to come back to Birmingham to dine and shop once it is safe to do so. The committee is also cutting back on Farmers Market advertising since it is a well-established event. Potential future cost saving ideas include: forgoing the 2020-2021 edition of the Birmingham Magazine and/or creating a 10 page Birmingham insert to be included in the November edition of SEEN Magazine, and spending less on TV commercials during the holidays.

### **2. Promotional Videos**

The committee is working with Renaissance Media to create a video that encourages people to come back to town and support shoppers. The video will be used on the BSD's website and social media.

### **3. BSD Website**

The committee will move forward with redesigning the BSD's website. The BSD will distribute an RFP to re-bid the project in the coming months.

**NEXT MEETING: Thursday, June 18, 2020**

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

**Remaining balance after June vouchers: \$14,370**

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

**Remaining balance after June vouchers: \$45,035**

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

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