



The Shopping District

Marketing & Advertising Committee Meeting

No meeting was held in February.

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

Staff: Tighe, Gamboa

1. Birmingham Magazine

The photo shoot for the Spring/Summer edition of the Birmingham Magazine took place on Wednesday, February 13 with shots utilizing the art-inspired space at Hazel, Ravines and Downtown. Draft pages of the magazine will be ready for review in early March. This edition will come out in late April and focus on fitness, salons, gift items (Mother's Day, Father's Day and Graduation parties), men's clothing and more.

2. Social Media

The committee interviewed and selected their top candidate for the next BSD Social Media Consultant. A formal recommendation will be made to the BSD Board on March 7.

NEXT MEETING: Thursday, March 21, 2019 at 8:30 a.m.

2018-19 Budget: \$150,000

Remaining balance after March vouchers: \$37,777

Magazine 2018-19 Budget: \$85,000

Remaining balance after March vouchers: \$32,802