



The Shopping District

Marketing & Advertising Committee Meeting

February 26, 2020

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

Staff: Tighe, Gamboa

1. Welcome and Introductions

PRESENT: Benkert, Pohlod, Eid, Kay, Lundberg

ABSENT: Darakjian, Champagne, Knight

ADMINISTRATION: Gamboa, Tighe

VISITORS: Renaissance Media Team

2. Birmingham Magazine:

The committee and Renaissance Media Team discussed details about the upcoming edition of the Birmingham Magazine. Similar to the current edition, the next edition will have a Shop, Work, Play, Dine gatefold cover. The committee plans to ask Mojo in the Morning's Shannon Murphy and her family to appear in the cover shots. The fashion shoot will take place at the Daxton Hotel. Other highlights in the upcoming magazine include: jewelry, men's apparel, salons, generations of families in business, specific food genres, activities for children and grandparents, and history of buildings/architecture. A home section will feature high-end and low-end options within the city, and a section with men from different age groups will show their favorite go-to products in the city. A Maple Road reconstruction piece will highlight new improvements in the downtown area.

NEXT MEETING: Thursday, March 12, 2020 at 8:30 a.m.

Marketing 2019-20 Budget: \$150,000

Remaining balance after March vouchers: \$18,621

Construction 2019-20 Budget: \$100,000

Remaining balance after March vouchers: \$100,000

Magazine 2019-20 Budget: \$60,000

Remaining balance after March vouchers: \$1,679