



The Shopping District

Marketing & Advertising Committee Meeting

No meeting was held in April.

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

Staff: Tighe, Gamboa

1. Birmingham Magazine

The Spring/Summer edition of the Birmingham Magazine was distributed in late-April. This edition focuses on fitness, salons, gift items (Mother's Day, Father's Day and Graduation parties), men's clothing and more.

BSD staff members are creating a Request for Proposal for publishing one high quality Birmingham Magazine to cover the fall/holiday timeframe. Bids are due mid-May.

2. Social Media

The new BSD Social Media Consultant, Paige Leventis, is now posting on the BSD's Facebook, Instagram and Twitter accounts. A social media update will be presented to the BSD Board at the June meeting.

3. Advertising

Current advertisements and signage promote spring shopping in downtown Birmingham, BSD gift certificates and the Birmingham Farmers Market. BSD staff members are working on placements for ads to promote summer shopping and Birmingham Movie Nights.

NEXT MEETING: Thursday, May 16, 2019 at 8:30 a.m.

2018-19 Budget: \$150,000

Remaining balance after April vouchers: \$17,483

Magazine 2018-19 Budget: \$85,000

Remaining balance after April vouchers: \$32,802