



The Shopping District

Marketing & Advertising Committee Meeting

April 17, 2020

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

Staff: Tighe, Gamboa

1. Welcome and Introductions

PRESENT: Champagne, Kay, Lundberg, Pohlod

ABSENT: Benkert, Darakjian, Eid, Knight

ADMINISTRATION: Gamboa, Tighe

VISITORS:

2. Marketing Budget

The committee reviewed the marketing budget and discussed ways to cut costs so that funds can be allocated toward a relief fund to help businesses during and after the COVID-19 pandemic. The group discussed both short- and long-term goals, with a strong emphasis on how to allocate funds in the next fiscal year (July 1, 2020 through June 30, 2021). Ideas for cutting costs and reallocating funds include:

- Forgoing the 2020-2021 edition of the Birmingham Magazine and instead allocating some of those funds toward a series of promotional videos to use on the BSD's website and social media, and/or creating a 10 page Birmingham insert to be included in the November edition of SEEN Magazine.
- Less TV commercials during the holidays.
- Using funds to help businesses advertise – BSD to subsidize ad placements
- Using funds to distribute Birmingham Quarantine Cash to encourage people to come back to Birmingham to dine and shop once it is safe to do so.
- Cut back on Farmers Market advertising (it is a well-established event).

3. BSD Website

The committee would like to move forward with redesigning the BSD's website. Committee and staff members will conduct interviews in the coming weeks.

NEXT MEETING: Thursday, May 21, 2020

Marketing 2019-20 Budget: \$150,000

Remaining balance after May vouchers: \$14,896

Construction 2019-20 Budget: \$100,000

Remaining balance after May vouchers: \$45,935

Magazine 2019-20 Budget: \$60,000

Remaining balance after May vouchers: \$619