



The Shopping District

Marketing & Advertising Committee Meeting

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

Benkert and Darakjian taking an extended leave of absence from committee.

Staff: Tighe, Brook

1. No meeting held in October

2. Holiday Video and Magazine Insert

The committee discussed that the holiday gift guide is nearing completion. It will be published in the November issue of Renaissance Media. The committee also talked with a representative from Renaissance Media about the holiday video. Some items to feature include table settings, bedding and possibly gift-wrap. Filming for the video will take place the first week of November. The committee would also like to feature stores and businesses on East and West Maple to showcase the new streetscape and completed construction, if possible.

3. Website RFP

Thirty-six companies submitted proposals to re-design the BSD website. The list was narrowed down to the top six RFPs. The committee looked at sample sites from each of those six vendors and selected four bidders that they would like to interview. The committee interviewed Miles and RJM for a second interview. The committee unanimously approved Miles as the winner of the process and recommends them for formal approval at the November board meeting.

NEXT MEETING: Thursday, November 19 at 8:30 a.m.

Marketing 2020-21 Budget: \$115,000

Remaining balance after October vouchers: \$83,594

Magazine 2020-21 Budget: \$60,000

Remaining balance after October vouchers: \$53,000