



The Shopping District

Marketing & Advertising Committee Meeting

September 17, 2020

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

Staff: Tighe, Brook

1. Welcome and Introductions

PRESENT: Champagne, Eid, Kay, Lundberg, Pohlod

ABSENT: Benkert, Darakjian, Knight

ADMINISTRATION: Brook, Tighe

VISITORS: Renaissance Media Team

2. Promotional Videos

The committee discussed that the fall fashion video is nearing completion. It will start airing in the next few weeks. The committee also talked with a representative from Renaissance Media about the holiday video and magazine insert. They would like to see gift giving ideas featured. This would include jewelry and items from stores that have not been featured in other campaigns like table settings, bedding and possibly gift-wrap from Paper Source. For the magazine insert there will be an opening message that will share some of the benefits to shopping downtown right now like free parking in the structures, curbside pick-up, etc.

3. Website RFP

Thirty-six companies submitted proposals to re-design the BSD website. Tighe narrowed that group down to her top six. The committee looked at sample sites from those six and selected four bidders that they would like to interview. The companies being invited to interview are Miles, Mediocre, RJM and We Care.

NEXT MEETING: Thursday, October 15 at 8:30 a.m.

Marketing 2020-21 Budget: \$115,000

Remaining balance after September vouchers: \$82,991

Magazine 2020-21 Budget: \$60,000

Remaining balance after September vouchers: \$53,000