Marketing & Advertising Committee Meeting
August 15, 2019

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

Staff: Tighe, Gamboa

1. **Welcome and Introductions**
   PRESENT: Benkert, Champagne, Eid, Kay, Knight, Lundberg, Pohlod
   ABSENT: Lundberg
   ADMINISTRATION: Gamboa, Tighe

2. **Social Media**
   Tighe discussed the BSD's social media consultant and went over a progress report showing what's going well and areas that need improvement. The BSD will monitor the status of areas being worked on.

3. **Maple Road Reconstruction**
   The committee discussed the 2020 Maple Road Reconstruction project. They reviewed an advertising grid showing where marketing dollars were allocated during the 2018 North Old Woodward Reconstruction project. The BSD will place a larger amount of digital ads during the 2020 project. The committee learned the City and BSD will again offer valet parking incentives, and the BSD will offer the popular Birmingham Bonus Bucks throughout construction.

4. **Birmingham Magazine**
   BSD staff members recently reviewed the new Birmingham Magazine timeline with Renaissance Media. The magazine will have a gatefold cover featuring a Live, Work, Dine and Play theme. The fashion shoot will take place on Wednesday, August 29 at Pernoi. The magazine will include the following topics: home décor, gift ideas for special occasions, health, date night, family night, and a people section covering favorite stops to shop and things to do in town.

5. **Fall Fashion and Back-to-School Ads**
   The BSD placed print and digital ads promoting fall fashion and back-to-school shopping in Birmingham. In addition, the BSD set up a segment on Channel 7's TV20 where Tighe talked about shopping opportunities in Birmingham while three students modeled back-to-school outfits and backpacks from Birmingham stores.

NEXT MEETING: Thursday, September 19, 2019 at 8:30 a.m.

2019-20 Budget: $250,000
Remaining balance after September vouchers: $213,512

Magazine 2019-20 Budget: $50,000
Remaining balance after September vouchers: $30,036