



The Shopping District

Marketing & Advertising Committee Meeting

August 20, 2020

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

Staff: Tighe, Brook

1. Welcome and Introductions

PRESENT: Champagne, Kay, Pohlod

ABSENT: Benkert, Darakjian, Eid, Knight, Lundberg

ADMINISTRATION: Brook, Gamboa, Tighe

VISITORS: Renaissance Media Team

2. Promotional Videos

The committee discussed a fall fashion video that will be released after Labor Day (mid-September), and a holiday video to be released after Thanksgiving. The fall video will be a fall fashion shoot brought to life. The video will show behind-the-scenes shots of a model selecting clothes in a closet and wearing different outfits while standing in front of a mirror. The video will feature mainly casual attire rather than suits and cocktail dresses due to the COVID environment.

3. Holiday Gift Guide

With the cost savings from foregoing the printed Birmingham Magazine, the committee would like to publish a holiday gift guide in SEEN magazine.

NEXT MEETING: Thursday, September 17 at 8:30 a.m.

Marketing 2020-21 Budget: \$115,000

Remaining balance after August vouchers: \$83,341

Magazine 2020-21 Budget: \$60,000

Remaining balance after August vouchers: \$60,000