



The Shopping District

Marketing & Advertising Committee Meeting

February 16, 2021 8:30AM

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

Darakjian taking an extended leave of absence from committee.

Staff: Bassett

1. Welcome and Introductions

PRESENT: Eid, Kay, Lundberg, Pohlod

ABSENT: Darakjian, Knight

ADMINISTRATION: Bassett

VISITORS: None

2. Website Redesign

The development site was presented during the meeting and sent to the Committee for additional review and feedback this week. The focus was on the top navigation elements and defining the “shop”, “dine” and “services” categories and sub-categories. Website will be presented at the March 4 Board Meeting before live site launch.

3. Spring Retail Promotional Video Update

The Committee discussed video details. Renaissance Media is currently working to source video elements from stores. Video shoot will take place at the Daxton Hotel on March 30. Target launch will be the week of April 12. The video will be shared via our new website and social media. Bassett working on other potential media options and pricing.

NEXT MEETING: Thursday, March 18 at 8:30 a.m.

Marketing 2020-21 Budget: \$275,000

Remaining balance after March vouchers: \$22,297

Magazine 2020-21 Budget: \$60,000

Remaining balance after March vouchers: \$9,000