



*The Shopping District*

## **Marketing & Advertising Committee Meeting**

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

**Darakjian** taking an extended leave of absence from committee.

**Staff:** Bassett

**1. No meeting held in March.**

**2. Website**

In preparation for the March 25 launch, the Committee and BSD staff are completing final testing the new website in the development environment. The launch date was revised from March 9, to allow for additional development work to be completed by Miles and to accommodate the additional time needed to complete further testing.

**3. Spring Fashion Video**

The Committee continues to work on the Spring Fashion Video shoot taking place at the Daxton Hotel on March 30. The final video is scheduled to be complete the week of April 12. A media plan to produce the video is in development.

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

**Marketing 2020-21 Budget: \$275,000**

**Remaining balance after April vouchers: \$15,341**

**Magazine 2020-21 Budget: \$60,000**

**Remaining balance after April vouchers: \$9,000**