Marketing & Advertising Committee Meeting
April 15, 2021 8:30AM

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

Staff: Bassett

1. **Welcome and Introductions**
   PRESENT: Pohold, Kay, Lundberg
   ABSENT: Eid
   ADMINISTRATION: Bassett
   VISITORS: Ciura

2. **Spring Fashion Video and Photography Presentation and Campaign**
   The Committee reviewed video versions and campaign strategy to be finalized the week of 4/19. The video will be deployed on our website homepage and press section, Youtube, social media accounts and through a social conquest campaign. Photography will be finalized the week of 4/19 and will be used on our website, social media and on SEEN's website and social media.

3. **Video and Content Strategy for 21-22 FY**
   The Committee to develop a content strategy to replace the Birmingham Magazine for the 21-22 fiscal year. The Committee will begin to outline the scope of work in preparation to initiate the RFP process.

4. **Social Media Content**
   The Committee discussed social media content strategy for Q2, including promotional ideas for Mother's Day, Father's Day and Farmers Market.

5. **Hotel Promotional Materials and Collaboration Opportunities**
   The Committee discussed opportunities to promote the spring fashion video in-room at Daxton and other upcoming opportunities to promote the district in general through all of the BSD hotels. The discussion also included developing a strategy to promote travel to Birmingham for shopping, dining and recreation.

6. **Website Continuous Improvement**
   The Committee discussed building continuous improvement into the budget moving forward to accommodate the addition of new features and functionality. Items discussed were the potential addition of attributes, linking to a third party reservation engine and linking to/building an informational area for construction project updates.

NEXT MEETING: Thursday, May 20 at 8:30 a.m.

Marketing 2020-21 Budget: $275,000
Remaining balance after May vouchers: $5,088

Magazine 2020-21 Budget: $60,000
Remaining balance after May vouchers: $0