



The Shopping District

Marketing & Advertising Committee Meeting

July 15, 2021 8:30AM

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

Staff: Kammer, Bassett

1. Welcome and Introductions

PRESENT: Pohold, Lundberg

ABSENT: Eid, Kay, Knight

ADMINISTRATION: Kammer, Bassett

2. Promotional Video RFP

Committee members are completing final evaluations between two firms and finalizing a recommendation to the board.

3. Advertising Update

Day On The Town advertising is currently running through various media including collateral, broadcast television, broadcast radio, billboard signage, social conquest/geographic/demographic targeting through Facebook and Instagram, print and more.

4. Travel Michigan Update

The BSD is working with MEDC Travel Michigan on opportunities to promote the district as travel destination. To date, we have completed radio interviews with Pure Michigan and are working on a newsletter article promoting the district. MEDC is currently in the process of selecting a new print media vendor and print advertising is paused. When that process is complete, we will discuss additional advertising opportunities.

5. Marketing Impact Report

The Marketing Committee approved a monthly web and social media analytics report draft. The report will be presented and evaluated monthly.

7. Social Media

The Committee discussed the development of a social media content calendar to be planned quarterly and presented at Committee meetings for ideas and review.

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

Marketing 2021-22 Budget: \$150,000

Remaining balance after August vouchers: \$139,416

Magazine 2021-22 Budget: \$60,000

Remaining balance after August vouchers: \$60,000