



*The Shopping District*

## **Marketing & Advertising Committee Meeting**

**August 17, 2021 8:30AM**

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

**Staff: Kammer, Bassett**

### **1. Welcome and Introductions**

PRESENT: Pohold, Lundberg, Eid, Kay

ADMINISTRATION: Kammer, Bassett

GUEST: SEEN Media: Kruemmer, Gill

### **2. Fall Fashion Photoshoot and Video**

SEEN Media presented creative concepts, model options and a proposed timeline for the fall fashion photoshoot and video. The photoshoot will focus primarily on the fashion and will take place in a studio environment, preferably a Birmingham art gallery. The video will be a “behind the scenes” look at the fashion photo shoot. Some lifestyle photography will also be taken during the photoshoot for social media.

### **3. Day On The Town Advertising Report**

BSD Staff is completing the advertising report for Day On The Town and is awaiting final stats from media and advertising partners.

### **4. Social Media**

BSD staff presented the social media impact report for July, which showed an increase of 145% in impressions across Facebook and Instagram. BSD staff is currently creating ‘back to school’ promotional materials to launch the week of 8/30. BSD staff is creating a social media content calendar for the remainder of the year to include promotional activities and general content.

**NEXT MEETING: Thursday, September 16 at 8:30 a.m.**

**Marketing 2021-22 Budget: \$150,000**

**Remaining balance after September vouchers: \$126,197**

**Magazine 2021-22 Budget: \$60,000**

**Remaining balance after September vouchers: \$60,000**