



Marketing & Advertising Committee Meeting

September 9, 2021 8:30AM

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

Staff: Kammer, Bassett

1. Welcome and Introductions

PRESENT: Pohold, Lundberg, Kay

ADMINISTRATION: Kammer, Bassett

GUEST: SEEN Media: Kruemmer, Gill

2. Fall Fashion Campaign

Committee reviewed the draft version of the Fall Fashion video and the four-page print insert spread. Committee relayed feedback to Seen Media to make minor changes on photo selection and framing of the video. It was decided that the committee would select images from the photoshoot for use in the print spread and indicated which images should be removed from the layout. Seen Media agreed to will create an online-only spread to include additional images and links for the Shopping District website.

3. Holiday Campaign

Committee discussed the upcoming Holiday Campaign and generated various proposals for Seen Media to develop. It is expected that Seen Media will begin work on the Holiday Campaign and the Holiday Gift Guide as soon as the Fall Fashion deliverables are completed.

4. Social Media Impact Report

The Committee reviewed the recent Social media Impact report. The report highlighted an approximately 8% increase in Facebook followers on the Shopping District and Farmers Market pages.

NEXT MEETING: Thursday, October 21 at 8:30 a.m.

Marketing 2021-22 Budget: \$150,000

Remaining balance after October vouchers: \$124,947

Magazine 2021-22 Budget: \$60,000

Remaining balance after October vouchers: \$60,000