



Marketing & Advertising Committee Meeting

October 21, 2021 8:30AM

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

Staff: Kammer, Bassett

1. Welcome and Introductions

PRESENT: Pohlod, Lundberg, Eid, Kay, Knight

ADMINISTRATION: Kammer, Bassett

GUEST: SEEN Media: Gill

2. Holiday Video

SEEN media to refresh the holiday video with new elements illustrating the variety of retailers, festive atmosphere and personal care visitors can expect to find in downtown Birmingham.

SEEN Media will capture new footage of jewelry, gift wrapping/personalization and an indoor dining scene to be included in the video.

3. Holiday Gift Guide

The Holiday Gift Guide is published in the November issue of SEEN Magazine as a 16-page insert. Approximately 60 different retailers were included. A digital version with shopping links will be live on the website early-November.

4. Holiday Advertising Campaign

The committee approved the holiday advertising campaign which includes a mix of broadcast (TV, radio), digital, print and targeted social media advertising. The campaign will run from the first week in November through the last week in December.

5. Social Media Impact Report

The committee reformatted the report, with the primary focus on top post content.

6. Workforce Attraction

The committee discussed the ongoing issues some merchants continue to face in finding employees. The committee discussed whether the BSD should develop programs to assist with workforce attraction, including addressing incentives for employees, assistance with parking, retooling the employee discount program, access to childcare, hosting a job fair, and other methods were discussed. The committee was interested in having the BSD explore these options further.

NEXT MEETING: Thursday, November 18 at 8:30 a.m.

Marketing 2021-22 Budget: \$150,000

Remaining balance after November vouchers: \$119,272

Magazine 2021-22 Budget: \$60,000

Remaining balance after November vouchers: \$42,000