



*The Shopping District*

# Marketing & Advertising Committee Meeting

November 16, 2021 8:30AM

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

**Staff:** Kammer, Bassett

## 1. Welcome and Introductions

PRESENT: Pohold, Kay

ADMINISTRATION: Bassett

GUEST: SEEN Media: Gill

## 2. Holiday Video

SEEN media created 07, 15, 30 and 60 versions of the holiday video for use in the holiday campaign and on the BSD website and social media.

## 3. Holiday Advertising Campaign Update

The committee reviewed the holiday advertising campaign which includes a mix of broadcast (TV, radio), digital, print and targeted social media advertising. The campaign runs from November 22 through the end of December. The media plan will utilize all cruise contract advertising from WXYZ and WOMC.

## 4. Dining, Retail and Spa Guides

New guides were created in November and are being distributed to all businesses in the BSD.

## 5. Social Media Impact Report

The committee reviewed the social media report. Top posts included human interest, community icon and holiday events content.

## 6. Marketing Plan Development for South Old Woodward Construction

The committee is creating a plan to include Birmingham Bucks, findable software, social media and more to promote businesses affected by construction. Marketing committee will coordinate with the Maintenance and Capital Improvements committee to work on parking/valet options. Marketing committee will coordinate with the Special Events committee to coordinate a series of potential events including "Touch a Truck" prior to construction start and a Grand Opening once complete.

## 7. 2022 HOUR Guest Guide

The committee is advertising in the 2022 HOUR Guest Guide, a hardcover annual publication distributed across the state of Michigan. BSD advertising will focus on retail and restaurants with QR codes to both the retail and dining guides on our website.

## 8. Workforce Attraction

The committee discussed the ongoing issues some merchants continue to face in finding employees. The committee is coordinating with the Chamber to explore 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, with potential roll out in March and September.

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

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

**Remaining balance after December vouchers: \$105,776**

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

**Remaining balance after December vouchers: \$26,120**