



# Marketing & Advertising Committee Meeting

December 17, 2021 8:30AM

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

Staff: Kammer

## 1. Welcome and Introductions

PRESENT: Pohlod, Kay, Lundberg

ADMINISTRATION: Kammer

GUEST: SEEN Media: Gill

## 2. Restaurant Week Video

The committee reviewed the first draft of the restaurant Week video and provided feedback to Seen Media regarding suggested changes.

## 3. Restaurant Week:

The Committee discussed marketing restaurant week and suggested that staff reach out to restaurants to see what restaurants would prefer to participate with. Staff will reach out to restaurants the week of December 20<sup>th</sup> to solicit participation. The committee recommends against a Birmingham bucks promotion for Restaurant Week.

## 4. Social Media Impact Report

The committee reviewed the social media report.

## 5. Consumers energy sponsorship of Birmingham Bucks:

Consumers Energy offered to sponsor a match of Birmingham Bucks in the amount of \$10,000. The committee discussed how this promotion could be structured in alignment with the existing parameters of the Birmingham Bucks program. Further, the committee discussed scheduling promotions for businesses around the time of their 'slow seasons' throughout the year.

## 6. Workforce Attraction Program:

Committee proposed that this not be a job fair, but instead a program that consists of incentives and helpful information to attract workers to downtown Birmingham. This includes marketing the employee discount program, providing new hires with Birmingham Bucks and a list of places to go out to lunch, help with parking, information to help workers find childcare solutions, and promoting downtown as a great place to work.

**NEXT MEETING: Thursday, January 20, at 8:30 a.m.**

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

**Remaining balance after January vouchers: \$91,321**

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

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