



Marketing & Advertising Committee Meeting

February 2022 Report

No meeting held in January 2022

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

Staff: Kammer

1. Restaurant Week Advertising
 - a. Social media, print, and digital ads are in circulation to promote Restaurant Week.
 - b. Seen Media video promoting restaurant week is on social media and video preroll.
2. Seen Media working on video concepts for remainder of contract year.
3. Staff working on worker attraction program outline.
4. Concept for new BSD branding based on website theme completed- awaiting committee feedback.
5. Consumers Energy sponsorship of \$10,000 for Birmingham Bucks will go to support shopping local after Restaurant Week concludes.

NEXT MEETING: Thursday, February 17, at 8:30 a.m.

Marketing 2021-22 Budget: \$150,000

Remaining balance after February vouchers: \$48,158

Magazine 2021-22 Budget: \$60,000

Remaining balance after February vouchers: \$22,320